

Chemist & Druggist

April 27 1974 THE NEWSWEEKLY FOR PHARMACY



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is new NPU
chairman

Queen's
Award
winners

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Sweetex
The no-Calorie
sweetener

The newswweekly for pharmacy

27 April 1974 Vol. 201 No. 4910

115th year of publication

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Official organ of the Pharmaceutical Society of
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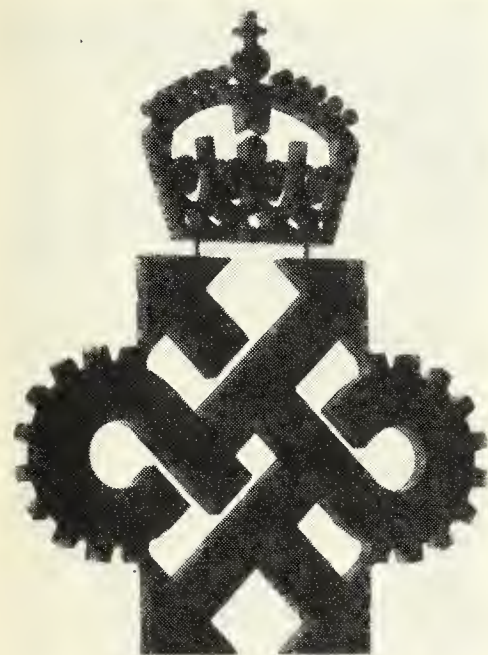
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Pharmaceutical companies are among
 winners of the Queen's Award for
 Industry (see p 528)

Subscription Department: Lyon Tower, 125 High Street, Colliers Wood
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White Laboratories Ltd. announces change of company name to Plough (U.K.) Ltd.

In the past White Laboratories Limited and Plough (U.K.) Limited have been operating as two separate companies; however, as both are wholly-owned subsidiaries within the world-wide Schering-Plough Corporation Group of Companies it was decided to merge the businesses of the two U.K. Companies and for the merged Company to be known as—Plough (U.K.) Limited.

This merger and change of name became effective on March 26th 1974.

Plough (U.K.) Limited will continue to operate under two divisions with separate sales forces:

The Cosmetic Division: responsible for the Maybelline Eye Make-Up range.

The Proprietary and Suntan Division: whose products include Rinstead Pastilles, Meggezones, Q.T. and Sudden Tan.

The Company address and telephone number remain unchanged.
All sales enquiries should be directed to:
Mr. Tony Slater, Sales Director, Plough (U.K.) Ltd., Penarth Street, London SE15 1TR.
Telephone: 01-639 8611.

Comment

OTC labelling

How much is the pharmacist a source of drug product information to the public? In the USA recently, a Food and Drug Administration panel reviewing antacids recommended putting a "drug interaction" warning on the labels of such products. The intended warning was "Do not take this product concurrently with a prescription drug except on the advice of your physician or pharmacist".

It appears that FDA transferred the labelling requirement into the General Conditions for OTC Drugs, but without the term "or pharmacist". The American Pharmaceutical Association described this move, apparently done without opportunity for public comment, as "arbitrary and capricious".

According to an *APhA Newsletter*, an APhA spokesman said that no amount of labelling would eliminate the need to seek advice concerning the proper and safe use of certain OTC products and urged inclusion, on OTC labelling, of both pharmacist and physician as reference sources. Speaking at an FDA hearing on the Tentative Final Order for Antacid Products (which also heard views on the final General Conditions for OTC Drugs) he said "while both the physician and the pharmacist have the necessary training to counsel patients on the use of such drugs, the pharmacist is the more readily available, and in addition has both the product in question and information about it at his fingertips".

The spokesman reminded the hearing panel that FDA itself had promoted and encouraged consumer consultation with the pharmacist.

Pharmacists came under attack at the hearing from the US Proprietary Association. Their spokesman said that pharmacy efforts urging reference to the pharmacist on OTC labelling are intended "as a first step towards achieving exclusive distribution rights" over some, if not all, OTC products.

APhA has stated however that it does not take the position that all, or even a substantial number, of OTC drug products should be placed under pharmacist control, but the public health and ultimately the consumer's pocket would benefit if some OTC drug products with documented drug interaction potential were placed under pharmacist control.

This is of extreme importance to the profession in Great Britain in view of the draft General Sale Lists

and the Minister's "labelling powers" under the Medicines Act. Furthermore it should be recognised that the present Government is very much "consumer orientated". All these aspects emphasise the essential need for the supervisory activities of pharmacists to be seen by the public.

In fact that recognition is really as important as the control itself.

The treasurership

The office of a Privy Council nominee has a special place in the Council of the Pharmaceutical Society of Great Britain and rarely has a nominee entered publicly into political aspects of Council business. It seems to us, however, that Mr Sam Howard is treading on the fringe, if not in the middle, of pharmaceutical politics by his recent Council motion "that the term of office of the treasurer should not normally exceed three years in order to achieve a wider distribution of the training and experience which the treasurership affords".

Even though that motion was carried by 12 votes to 7, we believe that it is not in the best interests of pharmacy.

The wording of the motion would probably prevent a treasurer who has a "financial bent" from being in office more than three years, depriving the Society of an extended use of his experience. Furthermore, the motion is likely to set a three year term as the "norm" and be a restriction on the Council where none is needed. It is not difficult to foresee a future Council being embarrassed by such a development. The Council's present powers should be adequate.

Furthermore, at the end of three-year periods the treasurer—indeed, all members of Council—seek re-election. Surely the fact of re-election signifies a "vote of confidence" in every member returned—and particularly so in the case of a treasurer, who has exposed himself in the financial "firing line".

It should be realised that members are elected to Council for what they can contribute—not for what they can get out of membership. Equally, the post of treasurer should be assigned to the serving member of Council most able to benefit the Society in that role—not a man or woman seeking "experience".

Old established pharmacy in Sheffield closes

The old-established pharmacy of George Squire Ltd, 26 King Street, Sheffield, closed down on April 20.

The earliest records indicate that this pharmacy, originally situated in Haymarket, was founded in 1831 by Mr John Hay. In 1841, it became the property of Savoury and Merryweather who greatly

extended the retail trade and dispensing, and also built up a good connection with the doctors and surgeons of Sheffield and district. It was from this time that the prosperity of the business began.

Mr Merryweather entered the medical profession in 1856 and the business first passed to Mr B. Newton and a few years later to Mr William Botham who carried it on for about 30 years.

George Squire who became the proprietor in 1892 showed a lively interest in

all matters pertaining to pharmacy and consequently pharmacy prospered. Before his death in 1927, the pharmacy had been transferred to its present position in King Street.

In 1957 the share capital of George Squire Ltd, was purchased by a locally based group of companies, since which time it has been under the direction and supervision of Mr Clifford S. Cross whose address is now 70 Moorbank Road, Sheffield S10 1R5.

Services 'too important to be left to pharmacists'

"The pharmaceutical services are too important to the NHS to be left entirely to the pharmacists."

That reply was given in last week's *Lancet* by Mr L. J. Opit and Dr R. D. T. Farmer, Health Services Research Centre, Birmingham Medical School, to Mr Graham Calder, pharmaceutical officer for the West Midlands, who criticised their claim that NHS-financed dispensaries would be cheaper than general practice pharmacies (*C&D*, February 16, p 146).

Mr Calder suggested that the "high proportion of unsubstantiated assumptions" in their paper would make "many otherwise open-minded pharmacists question the validity of the good parts" of their argument. These "assumptions" were that hospitals and health centres would still receive favourable prices under alternative arrangements, that the prescriptions costed in their study were a representative study and that £20,000 (being their estimated difference between the present price of dispensing 70,000 items and the cost of the same drugs to NHS hospitals) would provide adequate staff and facilities to cope with the scheme.

No firm basis

Mr Calder believes that if Mr Opit and Dr Farmer's facts have no firm basis, their proposals would "antagonise those whose support they would wish to gain." Trying to convince influential groups other than pharmacists would be a mistake, says Mr Calder, for "no change in the way in which the pharmaceutical service is provided can be accomplished without the positive agreement of pharmacists".

Mr Opit and Dr Farmer replied that their arrangements could "increase the scope of hospital financial arrangements" by increasing the commercial pressure the health authorities could exert on the drug firms; that the average cost of their sample was close to the yearly average for the executive council and was only representative in a financial sense, but no limited study could overcome the variation of drug types with seasons; and that the estimate of £20,000 to maintain the dispensary would have to be examined in more detail if necessary. They directed their paper at the medical profession "merely to provide an incentive to look at alternatives, for we do not believe that there is room for complacency on the part of doctors or chemists".

Mr Calder told *C&D* that more facts should be gathered on the subject of costing and a study of the accurate cost of providing a pharmaceutical service to hospital outpatients is in progress.

□ A spokesman from the NPU said there had been no response to the letter, also published in *The Lancet*, from Mr M. D. Brining, consultant accountant, Central

NHS (Chemist Contractors) Committee. The letter suggested the report by Opit and Farmer was "ill-founded" (*C&D*, March 16, p 282).

Ban on stick-on labels 'unlikely'

Pharmacists have little reason to fear that Government legislation will ban the use of stick-on price labels.

That reassurance comes from Mr Roger Higgins, marketing manager of Meto, manufacturers of price labelling "guns". He feels that many pharmacists must be wondering how their pricing systems will fit into any future legislation. Much of the speculation about pricing methods is "hot air", he says, because all the Government is seeking at the moment is power to say how prices should be shown eg all goods may need to be marked individually rather than shelf-marked, with power to introduce unit pricing if necessary.

It is most unlikely that indelible ink marking directly onto the product will be required, says Mr Higgins, who feels that this procedure is a particular drawback in pharmacies where many of the goods are bought as gifts.

Meto will be making representations to the Government on behalf of labels users. "Reliable sources" have indicated to the company that if the Prices Bill is accepted there will probably not be any immediate order of universal application. Any new requirements will almost certainly be introduced gradually, taking full account of problems in particular areas.

The proposed legislation is designed to protect consumers and, from a consumer

Directory 1974

Purchasers of the 1974 edition of *Chemist & Druggist Directory* should soon be receiving their copies. Distribution has not commenced after an unavoidable delay in publication due to restricted production capacity during the three day week.

The main provisions of the National Health Service Reorganisation Act 1973 became effective on April 1 and this new edition attempts, in many ways, to bridge the changeover between the old and the new organisations. The Misuse of Drug Act 1971 has replaced the Dangerous Drugs Acts 1951 and 1964 and the main requirements under the new regulation are dealt with.

The Multiple Retail Outlets section is presented in alphabetical order and the registered office and buying office indicated where known. All other sections including The Tablet and Capsule Identification Guide have been revised and updated.

Copies are available on application to *Chemist & Druggist*, 25 New Street Square London EC4A 3JA. Price £4.50 to *Chemist & Druggist* subscribers, £7.50 to non-subscribers. Both prices include postage and handling.

point of view, most pharmacists already use the best pricing systems, says Mr Higgins. Most mark goods individually and label them with the name and address of the seller — a system which facilitates return of faulty goods, may discourage shoplifting and acts as proof of purchase if the buyer is accused of shoplifting from another business. Meto supply about 3,000 pharmacies with pricing equipment and say that pharmacists who use the coding systems and colour labels usually have efficient stock rotation and stock control which help to minimise the problems of double-pricing. The company suggests that "the Government should take a long hard look at the pricing methods which have been adopted by pharmacies."

The Prices Bill had its second reading in the House of Commons on April 9.

Arthritis: caused by vitamin deficiency?

Arthritis is a vitamin deficiency disease according to Dr E. C. Barton-Wright, a biochemist.

His research over more than ten years has led him to believe that inadequate amounts of pantothenic acid, part of the vitamin B group, in the diet lead eventually to rheumatoid or osteo-arthritis. Replacing this vitamin offers a means of prevention and control of the disease and Dr Barton-Wright claims a 60 per cent success rate for his treatment in osteo-arthritis. He presented his report, "Arthritis — its cause and control" at a Press conference in London on Tuesday.

Pantothenic acid occurs in all living tissues. It forms part of coenzyme A, which is concerned with the Krebs cycle, and appears to be necessary for normal functioning of the adrenals. The vitamin is unstable and easily destroyed by food processing and cooking.

Working with medical consultants, Dr

Barton-Wright found that blood pantothenic acid levels in persons suffering from rheumatoid arthritis were significantly lower than in normal persons eating a balanced diet. The more severe the symptoms, the lower was the pantothenic acid content of the blood. Injection of calcium pantothenate and royal jelly produced a rise in blood pantothenic acid and increased mobility in most of the patients with rheumatoid-arthritis in his trials. Because of difficulties, mainly financial, involved in the use of royal jelly, Dr Barton-Wright's colleagues now concentrate on osteo-arthritis who are treated with calcium pantothenate and cysteine injection.

Koch-Light Laboratories Ltd, Colnbrook, Bucks, say their compound injection of pantothenic acid and cysteine, reference KW21/2, is an experimental product with only partial clearance from the Committee on Safety of Medicines.

J. C. Leigh new NPU chairman

J. C. Leigh was elected chairman of National Pharmaceutical Union's executive Committee on Tuesday. Mr D. N. Rpe was elected vice chairman and Mr B. Coulsen re-elected as treasurer. Mr Leigh has been a member of the NPU Executive since 1968. He is currently secretary of the Liverpool branch of the NPU and is also secretary of the Liverpool Area Chemists Contractors Committee.

Executive committee members elected to the Central NHS (Chemist Contractors) Committee are: Messrs J. C. Leigh, A. McAlfe, D. Royce, K. R. Rutter, and G. Worby.

Paracetamol safer

Paracetamol would be a safer drug if methionine or cystine were added to the tablets, suggests Dr A. E. M. McLean, University College Hospital, London.

These amino acids are precursors for glutathione which conjugates with a paracetamol metabolite responsible for liver damage, he says in a letter in last week's *Lancet*.

Therapeutic doses of paracetamol do not cause liver damage because sufficient glutathione is present to conjugate the active metabolite. With toxic doses of paracetamol, hepatic glutathione becomes rapidly depleted and the excess metabolite begins to alkylate vital cell constituents.

Dr McLean says that 10 per cent methionine should protect the liver until the patient reaches treatment and would be an easy alternative to the cysteamine treatment suggested by other workers (*Drugs*, April 20, p 463) which has unpleasant side effects. He feels that many terminal patients are sensitive to paracetamol by taking a diet that is inadequate in calories or protein.

New name in chemicals

A new name is likely to come on to the chemical trades scene following the decision that the title of the British Chemical Dyestuffs Traders' Association Ltd is somewhat cumbersome and perhaps archaic.

Members of the Association are to be asked to consider possible alternatives such as the British Chemical Traders' Association, or the British Chemical Dyeing Association. That announcement was made at the 51st annual general meeting of the Association held on April 24. The chairman, Mr R. A. Pargeter. He referred to the Association's connection with the *Federation Europeenne du*



Mr J. C. Leigh

Commerce Chimique and the fact that the FEC Congress is to be held in Brighton, June 5-7. The central theme to be discussed will be "The effects of the Energy Crisis and Raw Materials Shortages on Chemical Traders".

The British Chemical and Dyestuffs Traders' Association Ltd has now achieved a record membership of over 103, but may have to find new premises within the next twelve months owing to redevelopment of their office area. Mr R. J. Buckland was appointed chairman, 1974-75, and Mr J. R. Roddom, vice-chairman.

New medicines must be paid for—ABPI president

"If Britain wishes to maintain the progress that has been made in new medicine discoveries in recent years, it must continue to accept the principle of paying a fair price for its medicines", Mr R. J. Hoare, president of the Association of the British Pharmaceutical Industry, said on Tuesday.

Speaking at the Association's annual dinner, he defended the industry against some of its critics. "No organisation can claim to be perfect, but the nation must beware of the danger that in attempting to cure some imaginary industrial disease it succeeds only in killing the patient. To adopt a strictly parochial view will not in the long term result in cheaper medicines for all. At best it will lead to stagnation and reduction in the industry's innovative output and contribution to the balance of payments, and at worst to a disastrous contraction of the pharmaceutical industry in the UK".

Referring to achievements in innovative activity, Mr Hoare said British-owned companies alone had produced ten really major therapeutic advances in the past decade. "I for one will never subscribe to the view that refinements (in medicines) are of no practical benefit to the community. It is rather like saying that the motor car has not been improved since the days of the Model T simply because it basically has four wheels and an engine".

Responding to the toast of the guests, Sir Ronald Bodley-Scott, chairman of the Medicines Commission, said it might be thought that the wealth of professional expertise of the Commission could be better employed than in debating whether aspirin tablets could be sold in packs of 25 or 100 whereas some household remedies could safely be entrusted to automatic vending machines, or what was the opti-

Exclusion clauses referred to CPAC

Two trade practices, the first to be referred to the Consumer Protection Advisory Committee (CPAC) as possible grounds for changes in the law, have been announced by Mr John Methven, Director General of Fair Trading. They are:—

□ Displaying notices in shops (such as "no goods exchanged or money refunded") and giving documents to customers (such as invoices and receipts) which purport to take away or limit the rights against a shop-keeper which a consumer has under the Supply of Goods (Implied Terms) Act.

□ Giving customers such documents as manufacturers' guarantees or disclaimers which refer to rights and liabilities in connection with the goods that are being sold but do not make clear to the customer the existence of basic rights against the supplier which have been made inalienable by the Supply of Goods (Implied Terms) Act.

The CPAC now invite representations from those who consider that they have a substantial interest in the proposals or represent substantial numbers of persons who do so.

Representations should be addressed to the secretaries CPAC, Room 512, 1 Victoria Street, London SW1, to arrive by May 17.

shelf height for display cases containing throat lozenges in a self-service shop. "I suspect that some of the Commission hold that view. Nevertheless, decisions on such seemingly trivial matters have far-reaching repercussions affecting retailers, the public and manufacturers and they must be taken before the Act can operate".

"The time has come when the Commission must turn its collective mind to more constructive activities. It must consider whether it should stimulate inquiries into the testing and prescribing of medicines, and into the adverse reactions they may cause".

Government 'should set out' its nationalisation plans

The best way for the Government to dispel industry's anxiety is to set out as soon as possible precisely what its plans are for expanding public ownership, said a *Guardian* leading article on Monday. "Alarm among business management exists at a time when industrial confidence is already at a low ebb. . . . The contrast between the disarming vagueness of the Queen's Speech and the bustle of activity in the Department of Trade and Industry (over British Leyland?) is not altogether reassuring."

The article also says that there is at times a good case for selective use of public ownership, viewed pragmatically rather than ideologically. "In a field where an industry is dominated by a handful of giant firms selling mainly to a monopoly customer — such as the pharmaceutical industry — it can well be justified." But the justification must be made on merit in each case, the article adds.

Look at the plusses in new Babymilk Plus

1. Babymilk Plus is a completely new, completely balanced baby food made from the pure cream of cows' milk.



2. The levels of fat, protein and lactose have been carefully adjusted to approximate those of breast milk.

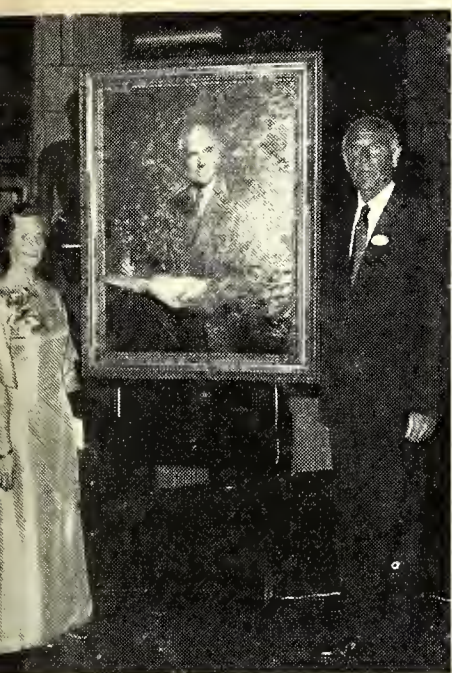
3. New Babymilk Plus comes from Cow & Gate. So it's part of the biggest, most comprehensive range of baby milks there is. Made to give doctors, midwives, nurses—and mothers, the widest possible choice.

4. Full-colour spreads will run in specialist magazines telling mothers-to-be all about this new baby milk. And there's a big national television campaign to back them.

5. All of the other plusses are yours. Stock and display new Babymilk Plus—you'll see what we mean!

**Cow
& Gate**

There's a Cow & Gate milk for every baby



J. C. Hanbury, recently retired chairman of Allen & Hanburys Ltd, received a portrait of himself at the annual dinner for long-service personnel last week. With him above is Mrs Hanbury who performed the unveiling ceremony (see also p 528).

News in brief

The French government is to contribute £1000 towards establishing a school for pharmacists and laboratory technicians in Maseru, Botswana.

Some 5,070 students, including 1,242 women, graduated from the 72 US pharmacy colleges during the 1972-73 academic year — a rise of seven per cent over the previous year's total of 4,732.

The index of retail prices for all items in March was 102.6 (January 1974 = 100), representing an increase of 0.9 per cent on February and a rise of 13.5 per cent over the year.

The 25th annual general meeting of the Society of Cosmetic Chemists of Great Britain is to be held at the Bloomsbury Hotel, Coram Street, London, W.C.1 on May 16 at 7 pm.

The US FDA is asking manufacturers to recall any cosmetic or drug aerosols containing vinyl chloride as propellant, following cases of liver cancer in workers exposed to the chemical.

Over 202,100 tablets, some dispensed in 1932, were returned in an "unwanted medicines" campaign in Anglesey, Caernarfonshire and Colwyn Bay. The "burn" at the hospital incinerator, with local pharmacists present, was shown on BBC television.

The Home Secretary has issued an order prohibiting Savile Moller, MRCS, 10, 92 Bingley Road, Shipley, Yorkshire, from having in his possession, preparing, administering, manufacturing, compounding and supplying and from procuring the administration and supply of substances specified in Part I of Schedule 2 of Misuse of Drugs Act 1971.

Topical reflections

BY XRAYSER

Open display

With the approach of publication of the general sale list and pharmacy's asseveration that all medicines should be sold by the chemist, we must expect to be subjected to the kind of scrutiny reported recently in *The Observer*. Mrs Youngs, of Romsey, is reported as feeling that chemists should be required by law to cover the tops of all medicine counters with glass. It appears that the two children of the lady concerned had taken a tube of indigestion tablets off the open counter of a pharmacy in the town. The report goes on to say that there is no doubt that chemists do display such drugs as aspirin, stomach powders and pills, laxatives and codeine on the front of open counters, and many chemists admit that children do take away drugs. "If a parent does bring a small child into a chemist's shop, it's surely their job (*sic*) to make sure that the child does not lift any stock," one pharmacist is reported as saying.

I think that might be a useful point at which to start a little self-examination. What of our constant advice that medicines should be kept out of the reach of children? There is little point in making extravagant claims of protection of the public by the pharmacist if his stock is kept in such a place as to be accessible to a child and the responsibility placed on the parent and not the pharmacist. That, surely, is an admission that the supermarket is as good as the pharmacy for the purpose. A spokesman for a large multiple said they could not recall any instance where a child had come to harm through taking medicine or tablets from open-counter displays. "None of these drugs" he went on, "are ever on self-service fittings where you can get things like toothpaste or soap."

But the report in *The Observer* states that it was found that every branch of the multiple visited has aspirin, indigestion tablets and codeine in the front of its counters, albeit under the eagle, if busy, eye of the trained staff. The spokesman for the company pointed out that aspirins were available in slot machines in many public lavatories—a curious argument to justify the fact that drugs were at the front of *its* counters and not behind. Perhaps the practice reported is more widespread than I had thought. Now seems the time to look at our display more critically.

Reformulation

A letter dated April 11 drew attention to the reformulation of Guaninmycin. It said that the manufacturers were requesting prescribers to use the new formulation in place of the old, stating that the original formula would be discontinued with effect from April 11. "All wholesalers will have stocks of Guaninmycin suspension forte in advance of April 11," we were assured, and one or two local practitioners who are usually first with the latest, wrote prescriptions for it.

We had been asked in the letter to co-operate in explaining the new development to any prescriber who might still use the old formulation. Our co-operation had perforce to take a different form, for supplies of the product have proved elusive and not available as late as April 20. Why?

☐ The US FDA has approved the use of propranolol in angina pectoris. Clinical trials have shown that congestive heart failure associated with the drug is not as common as at first suspected.

☐ A supplementary report by the Food Additives and Contaminants Committee on the solvents isopropyl alcohol and propylene glycol was published on April 17. The Committee consider the latest toxicological data recommend that they continue to be permitted for food use.

☐ The US Consumer Product Safety Commission has issued final regulations requiring manufacturers, importers, distributors and retailers to notify the Commission within 24 hours of obtaining information "which reasonably supports the conclusion that a product defect could create a substantial risk of injury to consumers".

Excess drug use 'not shown in studies'

Drug use in western countries seems similar, in spite of differences in the countries' health services, according to an article in this month's *World Health*, the World Health Organisation's magazine.

In the article "Are we overconsuming", Dr L. Christopher, WHO drug evaluation and monitoring unit, and Professor James Crooks, department of pharmacy and therapeutics, Dundee University, say it is widely believed that there will be a "strong tendency towards overconsumption" in a system where drugs are available at nominal cost. But so far, "inter-country comparison does not support the view". The ratios between estimated psychoactive drug use in US and UK and the total population of these countries are similar, indicating a similar rate of use. A "small field study" carried out in a number of western European countries also shows close conformity between countries despite differences in the types of health services.

The article points out, however, that in countries with state-supported medical care systems, the degree to which increase in prescription cost deprives those in need of drug treatment from receiving it, or reduction in cost leads to overprescribing, are subjects "which merit considerably more investigation".

If the suspicion is confirmed that drugs are used inappropriately and excessively in medical practice, three factors that may influence the doctor's prescribing habits should be considered, say the authors: the training of medical undergraduates in clinical pharmacology and therapeutics, two disciplines "generally neglected" in present-day medical curricula; the marketing practices of the pharmaceutical industry "drug advertisements frequently lay stress on symptomatology rather than on the identification of the underlying disease. When a disease entity is difficult to define, this fact may be exploited by the advertiser to broaden the indications for use of his product"; and the type of medical care system in various countries.

Since the average GP cannot spend time to attend seminars on therapeutics, or keep abreast of medical literature, says the article, he becomes more dependent on promotional literature and the pharmaceutical representative. "The industry therefore remains the most important source of drug information for the general practitioner."

The article deprecates the use of Press and television "to promote unjustifiable claims" for OTC products. "Sales pressuring of this type militates against the public using such drugs sensibly to reduce the

pressure on medical care systems for the treatment of minor ailments."

In another article in the magazine, Dr B. W. Royall describes the WHO Drug Evaluation and Monitoring Unit of which he is chief. Monitoring centres in 18 countries supply the centre with information which is recorded and transmitted to the other members. About 75,000 reports on over 6,000 drugs have been received so far. Dr F. Gross, Heidelberg University, West Germany, says that progress in most areas of drug research will be "slow"; in his view, it is "an illusion" to think that drugs may appear that will prevent the decline of physical and mental capacities with ageing.

Food Standards Committee to advise on infant foods

Government Ministers have invited the Food Standards Committee to consider and advise on the need for standards or other controls on the composition and description of infant foods.

The review will cover substitutes for human milk, cereal based foods and other baby foods, whether animal or vegetable based, for infants and young children, for example "strained" and "junior" foods. The Committee will pay particular attention to composition, including vitamin and mineral content, and labelling, including nutritional descriptions and claims.

Interested organisations wishing to submit evidence and comments should forward them to the secretary, Food Standards Committee, Room 548, Ministry of Agriculture, Fisheries and Food, Great Westminster House, Horseferry Road, London, SW1P 2AE, by not later than June 30. The Food Additives and Contaminants Committee is already reviewing the use of additives in infant and baby foods and representations on additives need not be re-submitted.

Roche losing £10,000 a day in price cuts

The loss to Roche group following the government order cutting the price of Librium and Valium on the home market, was running at £10,000 a day, said their counsel, Mr R. A. MacCrindle QC during the House of Lords appeal on Tuesday.

This figure was given by the Secretary for Trade and Industry as the difference between the price laid down in the government Order and the market price before the Order. Mr MacCrindle told the Law Lords that the narrow point for their decision was whether the Crown was entitled to an interlocutory Order without giving the usual undertakings to pay damages if the Crown was later unsuccessful.

The Appeal Court had ruled that the Crown was entitled to refuse to give any undertaking to compensate Roche for losses incurred if it was eventually held that the price-cutting order was invalid.

Mr MacCrindle told the five Law Lords hearing the appeal: "Assuming that the matter takes two years to reach trial one is dealing with many millions of pounds. That would be irretrievable on any view by Roche in the absence of an undertaking."

The Secretary of State was represented

by Sir Peter Rawlinson QC. Mr MacCrindle said the issue for the Lords was not so much whether it was a proper case for the grant of an interim Order—the whole Roche were disposed to accept that this was so—but whether it should be granted on the usual terms. This was an undertaking by the applicant for the interim Order, the Crown, that if unsuccessful at the trial they would pay any damages the court considered to be just.

It could not be disputed, said Mr MacCrindle, that if Roche turned out to be successful at the trial then in the absence of an undertaking by the Crown damages they would have suffered not only irreparable harm but losses which any admission could be described as huge.

"The crucial kernel of the case at trial will be the validity of the Order itself" said Mr MacCrindle. The two drugs had been enormously successful and were regarded as a great medical breakthrough. They were "ethical drugs," available on the prescription of a doctor. In this country something like 95 per cent of the cost was borne by the Department of Health and Social Security.

The hearing continued.

UCA subscription to rise

The combined Ulster Chemist Association and National Pharmaceutical Union subscription for 1974-75 is to be raised to £2 (plus VAT), plus the Proprietary Articles Trade Association subscription when fixed. That was decided at the April meeting of the Ulster Chemists' Association Executive Committee.

At the meeting, Mr T. Lee brought forward a proposal from the Portadown branch that the Pharmaceutical Contractors Committee be asked to commence negotiations with the Ministry of Health on a new contract as the present rate of remuneration was "completely inadequate." His branch felt that the Contractors Committee should aim at a professional fee of "at least 50p" to cope with the present inflation. Supporting the proposal, Mr J. McMillan, a member of the Executive Committee, said it was time the pharmaceutical negotiators "ceased thinking in terms of fractions of a penny".

Another branch representative, Mr Ross, Larne, reported that a pharmaceutical consortium would operate in a new health centre in Larne. The centre itself was due to open in October. Mr Mawhinney, Lurgan, said members of his branch had decided by a 90 per cent majority not to enter the health centre to be built at Lurgan. Mr Lee also proposed that surgical support rights should be on NHS prescription.

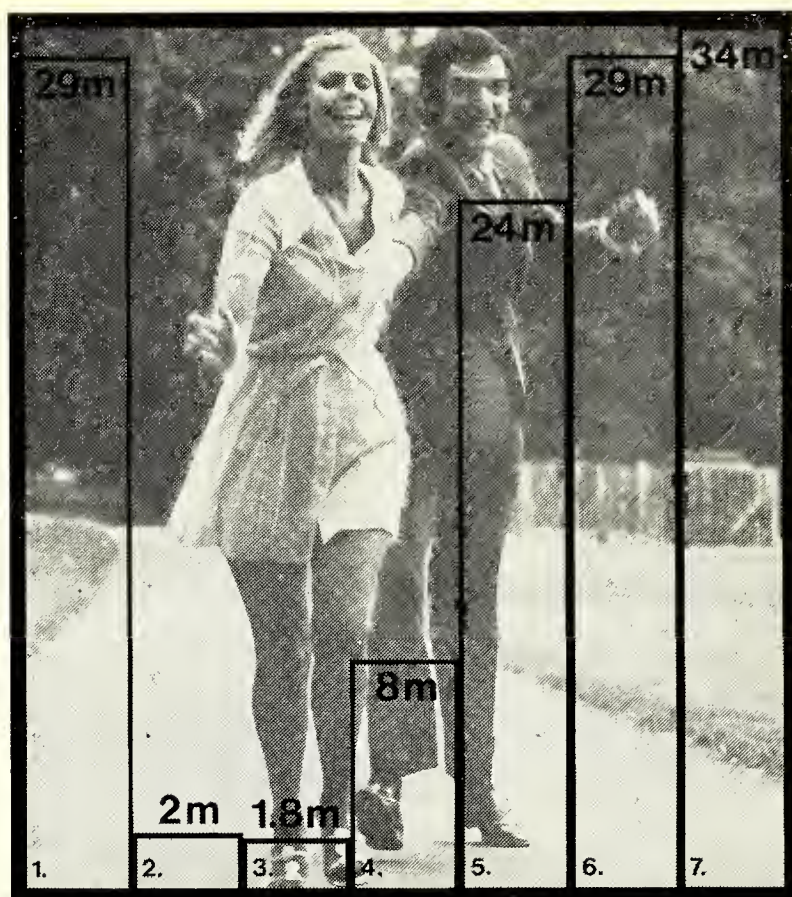
There will be no annual conference of the Ulster Chemists Association this year the Executive Committee has decided.

March Register losses

A total of 15 pharmacies were lost to the Society's Register last month. The number of pharmacies in London remained the same with one opening and one closing down, but in the rest of England 28 closed down and nine were added to the Register (one was deleted in error in February). In Scotland, seven opened for the first time and three closed down, with two opening up and two others closing down in Wales.

Personal hygiene

Personal hygiene is big business. In the introductory diagram at right (prepared by Beecham Products for this issue), the columns present estimated annual £ retail sales in some of the prime sectors — and these alone account for almost £130m. Increasing sales in these markets do not depend only upon inflation, for the consumer is purchasing ever-more sophisticated products developed by the industry. Soap and water remains basic, the specialist deodorant, foot spray or impregnated tissue is being increasingly purchased as an "extra". All the "chemist" lines — but it is a competitive world!



1. Sanpro 2. Footspray 3. Intimate Deodorant
4. Medicated Shampoo 5. Anti-perspirant
6. Toothpaste 7. Toilet Soaps

Sanpro—chemists' second largest sector

Last year sanitary protection products accounted for some 4 per cent of chemists' TIC turnover, and with sales running at around £7m (not counting Boots) this sector comes second only to oral analgesics (£8m). But the total sanpro market is estimated at more than £28m, and it is sectors that are increasing their share. Independent research prepared for C&D by Sancellia shows the following trend in respect of towel sales:—

	1972 (%)	1973 (%)
Boots	26	27
Other chemists	25	25
Grocers	22	25
Others	27	23

And in line with Boots' upward trend, multiple grocers are improving their position at the expense of the independents. The market is, however, expanding readily in cash terms, with towels the biggest sector:—

	1969	1970	1971	1972	1973
Value at SP	£20m	£21m	£23m	£26m	£28m
Towels (%)	63	61	62	62	62
Tampons (%)	37	39	38	38	38

These again are Sancellia's figures, but Tampax say that, nationally, 45 per cent of women use tampons and that in the

14 to 19 age group 75 per cent are users — "in the emerging market of new users of sanitary protection, the trend is increasingly towards tampons," they claim. In the towel sector, Sancellia estimate volume share trends in chemists thus:—

	1972 Dec (%)	1973 Dec (%)
Dr Whites	31.1	29.1
Libresse	9.4	12.3
Lilia	9.8	9.6
Kotex	8.4	8.3
Nikini	8.5	7.4
New Freedom	5.7	5.8
Panty Pads	2.1	5.6
Fastidia	1.4	1.9
Stay Free	1.5	1.4

Changes in market share are open to varying interpretation, however, and this can be readily appreciated when it is realised that the three lowest brands in the table were not on the market in 1971. Their entry gave even more significant movement to the shares between 1971 and 1972 and reflected the new concepts of sanitary protection now being promoted to, and accepted by women. Manufacturers such as Lilia-White are therefore more conscious of their total market share, which rose from 46.2 per cent in November-December 1972 to 47.4 per cent in the same period of 1973 — growth which occurred during a period of intense competitive activity. Panty Pads and Fastidia

were two of their brands contributing to this improved position for the company (see table).

The "taped" towel appears to be taking a growing percentage of this market:—

	1971 (Sept)	1972 (Sept)	1973 (Dec)
Towels + belts	81.2%	72.4%	65.6%
Towels + briefs	17.0%	15.7%	13.2%
"Taped" towels	1.8%	11.9%	21.2%

Libresse is claimed to have 60 per cent of the "taped" market.

Tampons
For tampons, Tampex give the total market shares as follows:—

Tampax	75 per cent
Lil-lets	20 per cent
Boots	4 per cent
Cameo	1 per cent

Advertising expenditure for the two sectors was put at over £900,000 in 1973, although this was slightly down on the previous year when the £1m mark was almost reached. This is all "above the line" (television and Press advertising, etc), but it is a market with a great deal of promotional expenditure in addition. Tampax alone, for example, spent £400,000 last year in advertising and promotion combined.



As our space increases, so do your profits.

Every month, over five and a half million women use Lilia-White sanitary towels.

We account for 50% of the sanitary towels market.

So you'd think we'd be getting 50% of shelf space.

Yet in some cases we don't, which seems hard to understand.

Because the more shelf space you give us, the more money you make.

Most women trust Lilia-White for their sanitary protection.

PERSONAL HYGIENE

The five ages of woman

For many years, sanitary protection remained a Dickensian infant — hidden in a back room, concealed and undiscussed and allowed little chance to develop or grow. Victorian taboos about menstruation, which continued long after that kept sanitary protection more immature than if it had been a more frankly discussed and understood subject. And it was the typical sanitary protection user — a woman who accepts the inevitability of her period, who questions little, who knows only what is known to her. The present leading company in the market, Lilia-White, has descended from a number of older companies, now part of the Smith & Nephew group who have been pioneers in sanitary protection since its inception in this country. For example, Lilia-White marketed the first manufactured sanitary towel in the 1880's.

Programme of education

Through product launches and more open attitudes in the media in recent years have fostered the development of sanitary protection, but even today many women are apathetic and poorly educated about protection problems and their solutions. Just as the Lilia-White companies have been product innovators in the past, the company is instrumental now in the development of a programme to educate and instruct menstruating women.

The solution, Lilia-White maintain, is to create those rare occasions when menstruation and sanitary protection suddenly becomes "top-of-mind", and the basic myth towards the subject is broken down. On these five such occasions, and their impact on the life of the typical sanpro user, she is urged to reconsider her previous suppressed views, to seek advice and knowledge. Lilia-White call these occasions the five ages of woman.

The first age is that of the first-period — that somewhat daunting time when a girl automatically turns to her mother for advice and protection. At such a time, her mother's recommendation is totally unquestioned and will relate to her own experience. Dr White's is recommended here as the ideal for comfort and security.

The second age is that of a girl's first phase. She is outgrowing her mother's influence and turning to friends for advice and guidance. She is delighting in experimenting with her own cosmetics and clothes, and it is natural that she should experiment with her sanitary protection. At this stage tampons (Lil-lets) give the ultimate in freedom and discretion, the small, self-adhesive towels (Panty Pads) are discreet but secure as a looped towel, and looped towels (Dr White's, Lilia-White) offer high performance, security and



Lilia nurses offer advice

comfort. Lilia adds the benefit of solubility.

Engagement and marriage bring about a reconsideration of sanitary protection, and perhaps renewed experimentation. Many newly-weds prefer the discretion of a tampon — here Lil-lets is claimed the only product which expands widthways and is thus safe against both leakage and odour. The woman may also become even more conscious of her femininity and personal hygiene and be grateful for the protection that the mini-pad (Fastidia) gives any time of the month or during the light-flow days of her period.

The fourth age of woman Lilia-White describe as "one of the most exciting and sometimes the most drastic". It is the age of the first baby. Having been used to a normal routine of menstruation, for nine months the typical sanpro user has been out of the rut; and suddenly she is plunged back into it again needing a reliable, comfortable, and secure looped towel.

The fifth age is when her own daughter

is reaching the age of puberty. It is a time when she will be seeking advice so she has the knowledge to answer her daughter's questions sensibly and with an open mind. Lilia-White assist through booklets available from their advisory department, Sister Marion, and through their team of clinic liaison nurses who tour schools and clinics explaining about menstruation and the products available.

By using the device of attracting attention through the "Five ages of woman", Lilia-White believe that the education and instruction imparted will help also to make the typical sanpro user more questioning, more aware. Such awareness must bring in its wake more understanding, more development, so that the market can continue to grow in confidence and maturity.

Lady shaver offer

Celtex Super Soft towels are to feature an attractive on-pack consumer offer from the end of April. The Calor Compact Lady Shaver is on offer to Celtex users at only £3.99, "a fraction of the value of this deluxe, dual voltage, mains electric ladies' shaver".

Celtex is said to be the third largest flushable looped-towel brand and Nivea Toiletries say that while towel sales increased by under 2 per cent in 1973, sales of Celtex 30's grew by 9 per cent.



'Flying start' for 'press-on' towel

"An outstanding success — we are off to a flying start" is how Barry Tubbs, Kimberly-Clark product manager for feminine protection products, describes consumer reaction to Kotex Simplicity, the company's new, completely flushable, "press-on" towel. Although only launched in February, ex-factory sales for that month were level with Kotex "loop" feminine towels, which are Kimberly-Clark's biggest selling brand.

"The couponed advertising has really begun to bite", says Mr Tubbs. "In the first four weeks after the campaign broke on February 25 we had over 30,000 requests for free sample packs. There has also been good off-take from the free sample dispensers in-store, and the level of repeat purchases has been very encouraging."

Kotex Simplicity incorporates a full length safety-grip-strip for maximum security. It is said to be more absorbent than competitors' towels and is completely flushable. Packed in polybags of ten towels it offers stockists a minimum of 28 per cent profit, while retailing at the competitive price of about £0.19.

The £225,000 advertising campaign which broke in February and continues

throughout the year, is the heaviest backing Kimberly-Clark have ever given any product, and is "more than both competitors combined". Whole-page and double-page-spread colour advertising appearing in a wide selection of women's and teenage magazines will be seen by 90 per cent of women between the ages of 13 and 54.

Kimberly-Clark also claim continuing success with their other brands. Kotex New Freedom took 4 per cent of the market within six months of its launch in 1970 and the makers say it now has 7 per cent. Following this success, Kotex "loop" towels were re-packaged in a colourful floral design polybag pack and promptly achieved a 100 per cent increase in sales. With the introduction of 24's packs last year — which effectively cushioned the imposition of VAT — sales shot up a further 31 per cent.

Hand in hand with product development and sales success has been sharply increasing advertising and sale promotion expenditure. In 1974, £95,000 is being spent in a year-long campaign for Kotex New Freedom (nearly twice as much as in 1973) and £80,000 on Kotex "loop" towels (an increase of nearly 50 per cent).

Introducing the fastest growing section It's Simplicity.

What's in it for the consumer?

The perfected sanitary towel. New Kotex Simplicity has the softness and absorbency of a Kotex towel with a brand new press-on system. No belts or pins. A full-length tape firmly holds the towel in place. And Simplicity is completely flushable. It's the most convenient and the safest product on the market.



perfected product in the of the san-pro market.

What's in it for you?

PROFIT! You have an average profit margin of 28% on Kotex Simplicity. The entire san-pro market is worth £29.5 million at R.S.P. The towel section makes up 62% of this sum and this new system of sanitary protection is the fastest growing part of the market. The growth of the press-on towel should double in 1974.

ADVERTISING! New Kotex Simplicity will have the biggest advertising support for the launch of a sanitary towel ever. Over £225,000 will tell your customers the Simplicity story. That's more than twice the combined spending on the Libresse and Panty Pads campaigns in 1973.

PROMOTIONS! Plus 3½ million sample packs, with valuable money-off coupons, will be distributed in the first 3 months. To get customers asking for Simplicity. And that's just a start. Other big promotions throughout the year will keep Simplicity moving. And the money is being spent to move Simplicity off your shelves.

Want more profit? It's **Kotex^{*} Simplicity^{*}** itself.
feminine towels

* Trademarks Kimberly-Clark Corp.

PERSONAL HYGIENE

Forgotten sector?

The largest sector of the sanpro market is the looped towels category which, according to Robinsons of Chesterfield, is worth some £12.5m — three times more valuable than the pad sector. But, they say, it is a forgotten market because of the noise and excitement over the past few years on new types.

Robinsons of Chesterfield, however, have been researching to produce the best possible product using the most up-to-date methods and materials. The result is the re-launch of their Mene brand under the name of New Mene feminine towels. The makers report New Mene as the most significant development in looped towels for many years, and it has undergone stringent and independent testing through laboratory centres, plus large-scale consumer testing to ensure that it meets fully the needs of women who prefer looped towels.

The important factors for women are found to be comfort, absorbency, protec-



tion, non-chafing and a choice of sizes. New Mene has a special non-woven Sofweb cover (developed by Robinsons of Chesterfield) which gives cotton wool comfort, soft attractive appearance, with the right degree of strength. It is claimed that in laboratory tests, New Mene had an absorption capacity virtually double that of the leading brand. A specially constructed inner pad disperses the flow more rapidly and effectively throughout the whole towel, and double layers of non-absorbent materials prevent leakage and "strike through". The built up centre of the towel not only provides absorbency where it is needed most, but ensures that the towel's tapered ends lie flat and discreet.

The re-launch is backed by whole pages in colour in *Woman*, *Woman's Own*, *Woman's Weekly*, *My Weekly* and *Family Circle* — "not pretty pictures but a simple and factual depiction of why New Mene is the most comfortable of all feminine towels." Instore there is a consumer offer of free tights for every two proofs of purchase.

Robinsons of Chesterfield are offering a trade bonus of 25p for every case of 24 and additional bonuses to encourage stocking the full range of five sizes. Merchandising girls will assist retailers with display.



Spring promotion

Three arresting advertisements for Libresse sanitary towels form a new £90,000 campaign which breaks this month and continues throughout the year. The campaign is part of £250,000 to be spent promoting the brand in 1974.

Each full colour page advertisement has been designed for a specific age group. One is aimed at the schoolgirl, another at her older sister, while the third will appeal to the older "modern-minded" woman.

And in a special Spring promotion, Libresse is offering a deep price cut on both sizes of towel. Flashed packs offer 3p off the 10-towel pack (normally 20½p) and 6p off the 20-towel size (normally 39p). Wholesale and retail percentage margins are being maintained; and the promotion is backed with a full range of in-store display material attracting attention to the offer—details from sales force.

their Press advertising is in full-colour.

Many years ago, Tampax Ltd introduced the first lecture service on menstrual hygiene and, today, nine qualified nurses are engaged in lecturing to schools, factories, offices and hospitals. The scheme is headed by Mrs M. Smith, SRN SCM and Mrs Smith's team is in such constant demand that bookings for lectures have to be made well-ahead.

Packaging redesigned

Silcot claims to be one of the few towels made purely from cotton wool. This gives comfort in use and very good absorbency while a backing of non-absorbent cotton wool prevents leakage — market research has confirmed that comfort and security are two of the most important features of a towel. The Silcot 1 and 2 packs were recently redesigned to reflect the trend towards colourful and eye-catching packaging in the sanitary protection market.

Currently a consumer promotion, applying to both "old" and "new" pack, offers the consumer three pairs of tights or four pairs of stockings for 50p. It is supported by attractive point of sale material — details from Wellcome consumer division representatives.

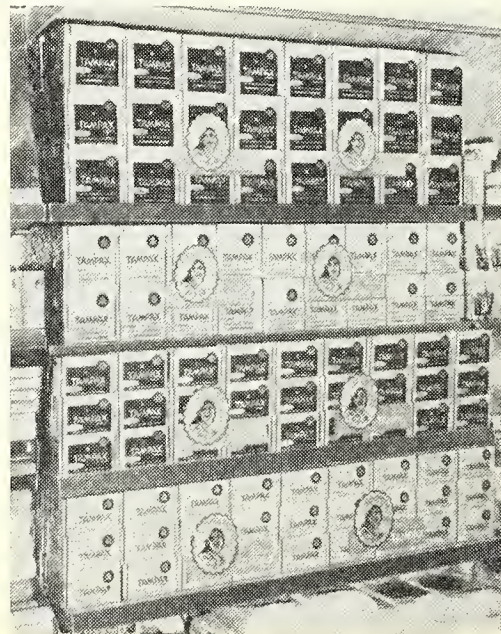
Point-of-sale material for the Silcot offer



Tampax support increased

In 1973, Tampax spent over £400,000 in Press advertising and below-the-line support and in 1974, advertising support in all sectors will be increased. The bulk of

Massed in-store displays are certain to attract attention



Disposable pants market is expected to double this year

Disposable pants have been on the market now for over seven years, but it is only during the past two years that Undercover Products have aligned the pants with sanitary protection. Since then the market has grown "volumes", say the company.

Undercover Products claim that disposables are predominantly a chemists' line — other types of outlet have never been able to do justice to items such as sanitary towels.

Approximately eight million pants were sold in England in 1973 and it is anticipated that this figure could double in 1974-75. To meet the demand, Undercover have introduced a larger size which is being sold next to the standard bikini through most multiples, including Boots. The item comes in an attractive display box containing three pants selling for £0.18, and is available from stock.

The biggest selling tampon that more women prefer to all other brands combined.



Tampax tampons – the way ahead brand leader in the internal sanitary protection market. Backed by a massive full colour advertising campaign in 1974 in all the leading women's magazines. Be sure you display the brand leader prominently.

TAMPAX
*tampons**

elle

The Teen Scene

Intimate Deodorant.



elle is the No. 1 brand in the teenage market – the fun-loving, fast spending 13-18 year olds.

elle has super trendy new packs.

elle is spending more than ever for 1974 – with whole-page colour ads. in Fabulous 208, Loving, Melanie, Mirabelle, Petticoat, Valentine.

elle has exciting promotions throughout the year.

elle gives you great bonus terms.

Your Crookes Aneston representative has full details.



PERSONAL HYGIENE

Making a come-back

he feminine deodorant market is now firmly on its feet again, reports Crookes Anestan, whose two brands Femfresh and Bidex account for over 50 per cent of sales. Month by month, sales of the whole market have been closely monitored, and any movements in the pattern of sales assessed against such factors as total advertising expenditure, the promotions available on all the various brands, and sales changes in other parts of the deodorant market. The end-of-year conclusion is that confidence has come back into the market, and that sales are showing an upward trend which should gain momentum during the year to come.

Feminine deodorants are a significant sector of the overall deodorant market and should be taken seriously by the chemist—bearing in mind his overall strength in the personal hygiene market. Yet in many instances sales opportunities are missed and Crookes Anestan offer the following guidelines for potential sales maximising.

Display is vital. Feminine deodorants should be placed where a woman can find and reach them easily. If a customer cannot buy a product easily in one shop, she will simply go to another.

Promotional packs. Interesting consumer offers—some with free extras like bath caps or disposable panties banded to the cans, and some giving a money saving with a free extra fill—are a powerful incentive to buy, with a consequent boost to sales. Make sure they are promoted at point-of-sale when available.

Best sellers. In some outlets, it may be more profitable to concentrate effort and resources on the top brands. Stocking just four—Femfresh, Bidex, Elle and Mimospray—will give an 84 per cent coverage of the market in sterling terms.

To sum up, feminine deodorants are a significant and profitable area of growth. A figure of £1.8 million has been put on the market, and it has been suggested that as much as £1m of this goes through chemists other than Boots. However, there are indications that multiples and other outlets are increasing their share.

With the usage of feminine deodorants down to around the 10 per cent mark, but with the manufacturers confident that decline is a thing of the past, the market is poised for a new boom!

Femfresh claims to have held brand leadership since its introduction 11 years ago, and currently has 44 per cent—a record. The amount to be spent on advertising in 1974 is the biggest in the market at £100,000. This year's full-colour advertisement has a simple visual of the head and shoulders of a pretty girl seen in a steamy bathroom mirror. The headline asks "What's the first thing a girl should put on after her shower?—Femfresh", and goes

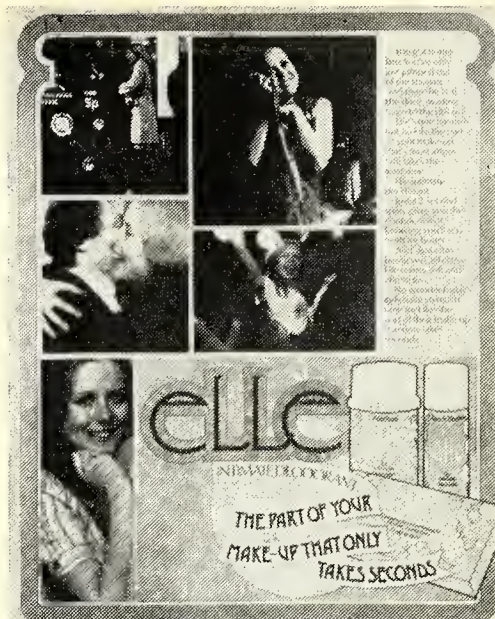
on to stress that for a working girl Femfresh is a necessary part of her daily hygiene routine, with a reassurance about gentleness and safety. The advertising covers the peak buying season of April to September, and will appear in 17 leading women's magazines. In addition, Femfresh are investing more money than ever in consumer promotions and other forms of below-the-line publicity.

Bidex also claims to have increased its brand share recently. "It would be true to say that the market decline went on a little longer than we had anticipated", commented John Boundy, Bidex brand manager, "but there are definite indications that this has levelled out and we are now getting a far more realistic picture." Bidex, on the strength of its quality performance and positioning, has consolidated its number two spot and has increased its share by 3 points during the last 6 months. "We intend to maintain this impetus with major consumer and trade promotional activity during this year's peak selling months". Besides spray Bidex offers a moist tissue, ideal for travelling and for use during menstruation.

Elle claims to be the only brand aimed specifically at teenagers—the fastest-growing sector of the intimate deodorant market, the 13-18 age group currently accounting for 40 per cent. It will be supported by a heavy advertising campaign in 1974. Full-colour, whole-page advertisements in all leading teenage magazines show a day in the life of a young girl with the copy line "Elle—The part of your make-up that only takes seconds". A full programme of retailer and consumer promotions will back the campaign, which starts in May.

Mimospray comes out poorly in all-outlet surveys, says Avlex Ltd, but independent chemist-only audits place it in a firm over-

Currently available from wholesalers. Mitchum's shelf extender fixes to self-selection units and contains 18 pieces of trial size spray antiperspirant. Each has 12 perfumed and 6 unperfumed products and comes with three free pieces. National advertising commences in May and is supplemented in London and Southern with 30 second commercials.



From Elle's new campaign

all third position, and in many outlets the brand outsells the brand leaders by two to one. Substantial below-the-line expenditure is being placed this year in the form of 50 per cent extra free for the consumer on the 180-gm Fiere and Jeune perfume packs, attractive point-of-sale merchandising dump bins and counter/shelf display units. Extensive sampling of Mimette cleansing tissues to 200,000 mothers through Bounty Services Ltd is being undertaken. Each sample will be accompanied by a leaflet promoting the Mimospray aerosol range ("all designed to bring customers to the chemist's and not to the grocer or supermarket" say Avlex). In addition to Bounty sampling, 265,000 sachets will be distributed with the May 18 issue of *Loving* magazine, reaching the all-important teenage sector of the market. Mimospray is currently being sold to chemists on attractive bonus terms.

Attention to target market

Brand leaders in the aerosol antiperspirant sector are the two US products, US antiperspirant and US dry powder antiperspirant, according to Johnson Wax. They claim this leadership was achieved within 15 months of the launch, and give part of the credit to carefully researched advertising and marketing plans which dictated a departure from traditional antiperspirant promotion.

Young people of both sexes are the target market, and in Press and television advertising the projection of mood and atmosphere in various situations has been the prime concern. In successive commercials, great attention has been paid to ensuring that the most modern trends in hairstyles, fashions and music are observed.

Instead of on-pack cut prices, below-the-line promotions have been geared, with success, exactly to the target market, and redemptions on the offer of a pop record were twice that forecast. Advertising expenditure since the launch in 1971 has topped £700,000 and a 'heavyweight' campaign is being planned for the coming summer months.

New products and packs

Cosmetics and toiletries

Shakespeare inspired fragrance!

On the anniversary of Shakespeare's birthday, Taylor of London Ltd added a wild violet sachet to their range of flower-scented sachets. Like the other sachets, red rose, carnation, lily of the valley and butterfly orchid, the new wild violet sachet is decorated with a reproduction specially commissioned by Taylor of London, of an original oil painting by the miniaturist, Lisa de Montfort, RMS.

In the scene from "A Midsummer Night's Dream", imaginatively interpreted for the wild violet sachet, the bewitched Titania entwines her arms around Bottom while her fairies guard her amid the "nodding violets" whose scent fills each sachet.

The pack is a presentation box of three sachets (£0.95), or sold singly each in a clear outer envelope (£0.34) (Taylor of London Ltd, 166 Sloane Street, London, SW1X 9QF).

A bath and shower gelee

Helena Rubinstein have introduced a bath and shower gelee in the Courant fragrance. Packaged in a lightweight plastic bottle, the 5-oz gelee (£0.70) can be used as a foam bath or applied directly onto the skin as a body shampoo. The makers say that it can even be used as a hair shampoo.

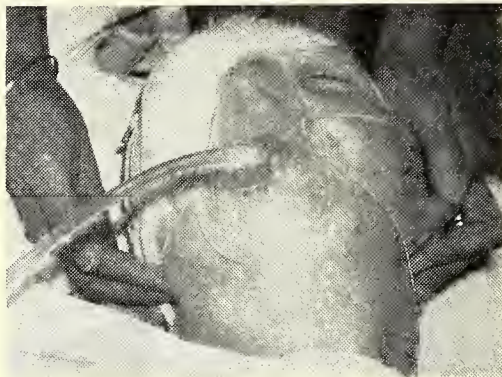
Helena Rubinstein have also introduced a handbag-sized, 1-oz Courant perfume mist (£0.95) (Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN).

Additions to Arden range

Self-tanning lotion (£1.20), the latest product in the Sun Care Specifics range from Elizabeth Arden, will be available for sale from May 1. The lotion is a white, creamy emollient which gives a tanned effect within two hours and contains vitamin additions to "help prevent yellowing of the skin". The lotion contains no sun-screening agents and is, therefore, suitable to be used whilst obtaining a tan naturally. During April and May, Arden are offering a duo pack of sun tan lotion and after sun lotion for £1.95).

Arden are also introducing two more products in the skin dynamic range—Active Moisture Supplement (£1.95) and Intensive Body Smoothing (£2.30). Active Moisture Supplement is a light, clear, liquid oil that acts both as a moisturiser to supplement the skin's moisture level and as protective cream to prevent moisture loss by the skin. On sale from May 1, it comes in a 4-oz frosted glass bottle with magenta letters and silver cap.

Intensive Body Smoothing is a rich, lubricating cream used with its own friction sponge to smooth away rough skin found on elbows, knees and heels, thus



combining the benefits of a bath oil, body lotion and pumice treatment in one. On sale June 1, it is packaged in a magenta tube with a silver cap plus a pink friction sponge set in a silvered applicator (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

Shadow-on eye crayons

From Max Factor comes a new type of eye shadow crayon—Shadow-On automatic eye crayon (£0.40). These large crayons are in a deep blue, swivel case, with a transparent lid and in a choice of seven frosted colours. They have a "soft, yet firm texture, which won't crumble" and each crayon has a "candle" tip to ensure precise application of colour (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Hair care

Twist Around hairbrush

The latest hairbrush in the Jacquelle range is Twist Around (£0.69), a full radial, nylon filled brush that has a "twist" effect which makes it good for blow-drying short, curly hairstyles.

The hairbrush is packed in a box of 10, with a special promotional header card (Jacquelle Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Sundries

A disposable oxygen mask

The OTU mask is the result of a development programme by medical consultants and Economed Ltd, and introduces a simple one-piece moulded oxygen mask. About 7 g in weight, the OTU is claimed to be the lightest oxygen mask available and its flexibility and contour enables it to be fitted to a difficult face without obscuring the eyes, and affords the patient utmost comfort and reassurance.

Rayon covered elastic around the patient's head secures the mask, is easy to fit and needs no adjustments. The mask delivers an inspired oxygen concentration adequate for post-operative, intensive care, and geriatric use and most other routine oxygen administration purposes. There is no significant rebreathing in normal use.



Although disposable the masks can, necessary, be cleaned and re-used. Offered in cases of 300 masks (£41.25) with quantity discounts (Economed Ltd, Chest House, Windsor End, Beaconsfield, Bucks).

A washable nursing fleece

A specially prepared, nursing fleece known as Wolfix is now being marketed by Seton Products Ltd for the treatment and prevention of pressure sores. Whilst sheepskins have been beneficially used for this purpose over many years, their usage has been limited by the practical problems of washing, drying and sterilisation.

The Wolfix nursing fleece is made by a patented process during which the fleece is compacted by shrinking, then removed from the animal skin and bonded to a fabric backing. Wolfix can be boiled if necessary and is much easier to handle during washing. Unlike a natural skin, Wolfix will not deteriorate through impregnation with urine or because of rapid drying. After washing it may be dried either in a warm air cabinet or tumble dryer (Seton Products Ltd, Tubiton House, Medlock Street, Oldham).

Fast-acting Airwick flykiller

A new Airwick aerosol flykiller that is claimed to beat all performance standards for this type of product has been launched nationally by Jeyes UK Ltd, Thetford, Norfolk. The new flykiller has "a fast knockdown", is non-staining, nontoxic and safe near food. The ingredients counteract the usual insecticidal odour of flykillers and leave a pleasant freshness in the room after spraying. New Airwick flykiller (£0.21½) comes in an 8oz can which has been especially designed to identify with the rest of the Airwick range, and is available nationally to all chemist, grocery and hardware outlets (Jeyes UK Ltd, Brunel Way, Thetford, Norfolk).

Optical

Contact lens case

Smith & Nephew Pharmaceuticals Ltd have introduced Transkit, a "non-leak" contact lens case for hydrating and storing hard lenses. Transkit (£1.27) is a flat pack design with separate compartments for right and left lenses and it comes in a presentation case (Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts).

Trade Views

Unichem expands into own brand manufacture

Unichem last week announced plans for expansion into manufacturing of own and products. The move they say, follows on their acquisition of Wilkinson Simpson (*C&D*, April 13, p. 451).

Unichem & Simpson generates part of £1.5m yearly turnover, from marketing range of "non-ethical" goods which are produced at its manufacturing units in Newcastle. Mr Peter Dodd, managing director of Unichem, said: "We have, for some time, been looking for a base such as this, from which to develop in-house manufacturing". Currently Unichem were now looking at Wilkinson's range of products to see where rationalisation was necessary and to identify areas that can be profitably expanded.

Unichem already market medicinal and laundry products under their own name. With the Newcastle facility we will be able to extend this aspect of our service", Mr Dodd said.

Unichem Ltd have redesigned their stock record book. The book is now in the form of a large PVC ring binder with loose leaf pages. It is claimed that apart from being considerably more durable in regular use than the original spring bound version, it facilitates up-dating and revision of data. The number of stock items listed has increased from 1,400 to 1,900.

Cold wax depilatory

Following success in Europe, USA, and Australia, My Epil cold wax depilatory from Ella Baché of Paris, has been launched recently in the UK. The makers say their product is a new way of dealing with the problem of unwanted hair — there is no heating or waiting, the wax is applied cold.

There are three products, each retailing at £1.95: ready-to-use prewaxed strips that are suitable for longer hair on arms and legs — the box contains three double strips, enough for three complete treatments; a 4-oz tube or 8-oz jar of wax, suitable for arms and legs that have been

shaved or when the hair is short; and a visage kit for facial hair, with enough for 12 treatments.

The products are individually packed in boxes of 12 with a display card. The launch is being backed by advertising in women's magazines. The sole UK distributors are Zena Cosmetics (UK) Ltd, 29 Old Bond Street, London W1X 4LJ.

Biggest-ever Calgon promotion

Albright & Wilson have announced their biggest-ever consumer promotion for Calgon water softener and laundry conditioner. A 12-oz packet of Calgon (£0.21½), will be offered free in the May 11 issue of *Woman's Realm* on sale May 4. Readers will be invited to send for a voucher which they will be able to exchange instore for a 12-oz packet of Calgon. Albright & Wilson will redeem the vouchers from the trade at the product's full retail value. The offer will be supported in *Woman's Realm* by an editorial feature on the uses of the product by home editor Audrey Hains. The product is distributed by Jenks, Brothers Ltd, 21 The Arcade, High Wycombe, Bucks.

'Pharmacy' carrier bags

Plastic carrier bags printed on both sides with a design which includes a measure, pestle and mortar and a bottle bearing a recipe symbol, are available from Rice Plastics, Laurice of London Ltd, 34 Leicester Terrace, London W2 3ET. The white bags, with the design in green and black, measure 13½in wide and 18in deep. They have reinforced handles and cost £19.74½ per 1,000 bags, plus £0.65 p and p.

Eversun summer campaign

The Eversun range of sun care products distributed by Thos Christy & Co Ltd, North Lane, Aldershot, Hants, will feature in a series of double-page colour spreads in the *Reader's Digest* and leading women's magazines including *Woman's Own*, *Vogue* and *She*. The makers, Roche, plan to spend £150,000 on the campaign which begins in May and lasts until August.

Larger size

Creme Rinse, the anti-tangle conditioning rinse from St Aubrey for dogs and cats, is now available in a 1-gallon size (£4.99). This larger size has been produced by Shaws Veterinary Chemists Ltd, 50 Weston Road, Aston Clinton, Aylesbury, Bucks, in response to demand from exhibitors and breeders.

Cuprinol 'guards'

Cuprinol Ltd, Adderwell, Frome, Somerset, are featuring Cuprinol "guards" in their advertising campaign this year. The colourful guard characters will be appearing in many situations in the national dailies, home interest and gardening Press and a new range of point of sale material will be distributed by their sales force to back-up the campaign.

Big drive for Powerin

In a big drive for new sales, advertising for Powerin has been more than doubled. Advertisements will appear in the national Press including the *Daily Mirror*, *Daily Express*, *Sun*, *People*, and the *News of the World*, and it is estimated that over 70 million readers will see the advertisements in the period to October. International Chemical Co Ltd, 11 Chenies Street,



London WC1E 7ET, are stressing the "super strength" of Powerin in the advertisements.

Hostess gown from Lilia

Lilia-White (Sales) Ltd, Chalford Mills, Birmingham 8, are launching a consumer and trade promotion for Lilia disposable sanitary towels at the beginning of May. The consumer offer is for a fashion hostess gown, available in a choice of two "colourways" and a full range of sizes from 10 to 18, for £7.50. The offer is shown in a full-colour flash on standard 12s packs of Lilia with a detailed offer leaflet inside each pack.

Outer cases during the eight-week promotion will be flashed with the offer and there are colourful shelf strips available. A trade bonus on Lilia is being offered during the campaign.

Proteinail offer

J. N. Toiletries, division of Jackel & Co Ltd, Kitty Brewster Estate, Blythe, Northumberland, are offering Proteinail at a spring price of £0.45 for the 45-g tube—a saving of 10p—and £0.79 for the 100-g bottle—a saving of 15p. A free pre-packed counter display has been designed to highlight the offer. The display holds 12 bottles and 24 tubes of the product.

Glamour on the screen

"Elegance, sophistication and glamour" is the emphasis of the current television commercial for Elnett hairspray by L'Oreal. Golden Ltd, 18 Bruton Street, London W1. The commercial features a series of women in "ideal" situations — climbing into a Rolls Royce, buying antiques — and will be shown at least three times a week nationally throughout spring and early summer.

Scholl on television

The current television advertising campaign for Scholl dry antiperspirant foot sprays will last throughout May. The commercial dramatises the problem of foot odour in a humorous but convincing way. Based on the theme "You may be the last to know you have a foot problem", it illustrates people's reaction to one man's foot odour problem, presenting the Scholl spray as an effective solution.

A second burst is planned for June and July, and during the campaign Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH, will be offering bonus deals.

continued on p 516



Polaroid announces a pack film



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Polaroid (UK) Ltd., Ashley Road, St. Albans, Herts. ©Polaroid Corporation, 1974. All rights reserved.

Photography by Irving

or instant prints and negatives.

A brand new product for 4 major markets.

Get ready to hear the words, "Type 105, please."

It's the new Polaroid Land film for high quality black and white prints *and* negatives, in convenient 8-shot pack form.

It can be used in cameras and instruments now using Polaroid 3 1/4" x 4 1/4" colour pack film. You can imagine the customers that have been waiting for this.

All the (A) professional, (B) industrial, (C) technical, and (D) serious amateur photographers in your area.

You may already know that these 30-second prints give exceptional tonal range and luminosity, and that the negative assures resolution of over 150 lines/mm for sharp enlargements. You might also like to know that for dealers, Type 105 is all positive:

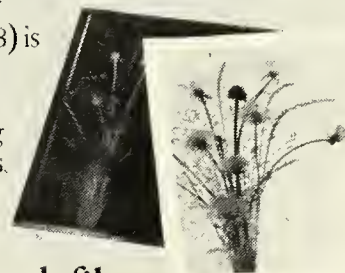
- 47 ads in 12 magazines just to get the word out.
- introductory dealer bonus.
- special customer incentive offer.
- direct mail literature and a lot of it to reach everybody who can reach you.
- display material to reach the traffic in your store or just looking in.

And that's not the end of the news. Also now available for Type 105 (and Type 107 and Type 108) is Polaroid's new Model 190 Land camera. Manual shutter speeds, aperture settings and all.

And the Model 405 pack film holder for adapting 4 x 5 cameras and instruments to 3 1/4" x 4 1/4" pack films.

"Type 105, please." Don't blink when you hear it. Just make sure you have it.

Polaroid's instant positive/negative pack film.



Trade News

continued from p 513

Address for orders

From April 29 the products of WB Pharmaceuticals Ltd will be distributed by Boehringer Ingelheim Ltd. On and after that date orders for supplies of the products of both companies should be sent to Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks.

Christmas showrooms

Fasset & Johnson Ltd, 19 Radford Crescent, Billericay, Essex, are holding the following showrooms: Hendon Hall Hotel, London, June 17-20; St Enoch's Hotel, Glasgow, June 17-20; Five Bridges Hotel, Newcastle, July 1-4; Metropole Hotel, Brighton, July 8-11; Piccadilly Hotel, Manchester, July 15-18; Queens Hotel, Cardiff, July 15-18.

Filters brochure

A colour brochure on the range of Soligor filters is available from Mayfair Photographic Suppliers (London) Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW.

The leaflet illustrates the effect on photograph of the various filters in the range. The filters are listed in a range of screw-in sizes from 40.5mm to 67mm for UV, Y2, O, Sky and ND4 and Polarising filters.

New telephone number

On April 29 the telephone number of Bowater Scott Ltd, Bowater House, Knightsbridge, London SW1X 7LR will be changed to 01-581 1330.

Lepetit address change

Lepetit Pharmaceuticals Ltd, Maidenhead, are moving from Nicholson House. From April 28 their new address and that of Lepetit Diagnostic Products will be:— 33-37 Queen Street, Maidenhead, Berks SL6 1NB.

Bonne Bell appoint agents

Two new agents have been appointed by Bonne Bell Ltd, York House, Empire Way, Wembley, Middlesex, for Scotland and the west country. Mrs Beatrice Hannah, 19 Ashton Road, Glasgow G12 8SP, telephone Glasgow (041) 339 1270, will deal with all areas north of Newcastle. Mr Terry Glossop, 23 Cottle Road, Stockwood, Bristol, telephone Whitchurch (02753) 8106, will be dealing with Hants, Glos, Wilts, Dorset, Somerset, Devon, Cornwall and South Wales.

Souvenir paperweights

Italian marble paperweights with a company emblem or "logo of your choice", are being produced by London Paperweights Ltd, 47a Hay's Mews, London W1X 7RT. The makers say the paperweights are suitable as gifts for customers, or as souvenirs of meetings or conventions. The emblems are etched and finished in up to five enamel colours and mounted on a 2 x 2 x 3/4 ins block of heavy, white, polished marble with a natural cork base.

For a minimum order of 120 paperweights, they are £1 each with additional quantity discounts available. If a message plate is required, a minimum quantity of 108 costs £1.30 each.



Pharmacist Clifford Crabtree of Bookham, Surrey (left) looks happy and so he should for he had just won a £100 holiday voucher in a competition run by Unichem Ltd in conjunction with Nicholas Products. With him is Geoffrey White (marketing director, Unichem) who presented the voucher.

Bonus offers

Milupa Ltd, Bristan House, Colham Mill Road, West Drayton, Middlesex. Kousa Naturally Light. 10 as 9. Until May 31.

J. N. Toiletries, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland. Protenail. 12 invoiced as 10, 24 as 20.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Alberto Balsam conditioner: All except B, Cl

Alberto Balsam shampoo: All except B, Cl

Alberto VO5 hairspray: Ln, M, Lc, Sc, WW, So

Askit: Sc

Aspro Effervescent: Ln

Body Mist: All areas

Cow & Gate baby meals: Lc

Cow & Gate Babymilks: Lc

Day Long: All except E, Cl

Elnett hairspray: All areas

Fresh & Dry: All areas

Gillettee Dry Look: All areas

Gillette G11: All areas

Harmony shampoo: All areas

Head & Shoulders: M, Lc, Sc, WW, A, U, We, B, G, Cl

Macleans Freshmint: All areas

Maybelline Powder Twist: All areas

Right Guard: All areas

Signal: All areas

Spillers Choice Cuts: Y, NE, B

Sunsilk shampoo: All areas

Sure: All areas

Vosene: All areas

Wilkinson Sword Double Edge blades: All areas

Prescription specialities

BURINEX K tablets

Manufacturer Leo Laboratories Ltd, Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex UB4 0LF

Description Each white, ovoid tablet contains 0.5mg bumetanide and 573mg potassium chloride (7.7mEq potassium)

Indications All forms of oedema, particularly where supplementary potassium chloride is desirable

Contraindications First trimester of pregnancy. Should not be used with potassium-sparing diuretics or in patients with renal insufficiency.

Dosage 2-3 tablets as single dose, taken morning or early evening. If high doses are required, burinex and slow-release potassium supplement should be given separately

Precautions Must be swallowed whole and never chewed. Some patients may require additional potassium supplements. Signs indicating ulceration or obstruction of small bowel in patients taking potassium salts are indications for stopping treatment. May potentiate antihypertensives, increase blood uric acid and, rarely, affect carbohydrate metabolism

Side effects As Burinex

Shelf life 3 years

Packs 100 tablets (£1.55, trade)

Supply restrictions PI, S4B

Issued April 1974

HERPID solution

Manufacturer W B Pharmaceuticals Ltd, PO box no 23, Bracknell, Berks RG12 4YS

Description Clear solution of 5 per cent idoxuridine BP in 100 per cent dimethyl sulphoxide

Indications Topical treatment of cutaneous herpes zoster eruptions

Contraindications Pregnancy; hypersensitivity to constituents

Method of use Apply four times daily for 4 days to the lesions, preferably before or up to 48 hours after appearance of the vesicles

Precautions Use for longer than 4 days may lead to skin maceration. Not to be used in the eye

Side effects Sometimes causes transient burning sensation on application. May cause transient garlic-like taste after percutaneous absorption

Storage Store at room temperature (18°C to 25°C) away from direct light

Dispensing diluent Spectroscopic grade dimethyl sulphoxide.

Packs and prices 5ml bottle with cap equipped with integral brush (£5.00, trade)

Supply restrictions Recommended on prescription only

Issued May 1, 1974

Discontinued

Until the stability problems concerning Pabrinex injections have been overcome, Paines & Byrne Ltd, Pabryn Laboratories, Perivale, Greenford, Middlesex, have decided to discontinue production.

NEW DEPILATORY MY EPIL

**Instant Cold Wax
from Paris
in Ready-to-use
Pre-waxed Strips**



**Removes
unwanted hair
in 5 minutes
for 5 weeks**

**The strip is just pressed
on and the hair is
whisked off.**

**NO HEATING!
NO WAITING!
NO STUBBLE!**

NOW AVAILABLE IN BRITAIN

**backed by
extensive
NATIONAL
ADVERTISING
in women's
magazines**

AVAILABLE IN:

Ready-to-use pre-waxed strips
(Box of 3) £1.15

Tube Kits for short hair £1.15

Visage Kits for facial hair £1.15

RETAILS AT £1.95 EACH

Directions for use and free showcard
supplied

Orders and enquiries to:

ZEN COSMETICS (U.K.) LTD.
29 Old Bond Street, London W1X 4LJ.
Tel: 01-229 6312

Letters

Time pharmacists showed enlightened self-interest

Correspondence in *C&D* and one's own personal experiences, show that one of the greatest menaces to ethical pharmacy today is the growing amount of laziness apparent in certain members of the medical profession.

I feel that the time has long passed when we pharmacists should doff our caps to the doctors, and assume that we are some sort of inferior beings. We are just as much professional people as they—indeed, in some ways we are the more professional, for I do not believe that there is a single one of us in general practice who does not spend some part of every working day clearing up sloppy prescribing, or puzzling out bad writing, or running up an unnecessarily large telephone bill in such inquiries as whether that squiggle should read "Rarical" or "Rinurel" or Ronicol".

I have never ceased to wonder why prescribers do not use block capitals in such cases. Bad writing is not only lazy, it is also a form of bad manners. A prescription is an order from a doctor to a pharmacist, for the supply of a specific medicine. It is not a guessing game.

So, if a doctor is lazy, then why should we not say so, and especially if we have to suffer financially because of that laziness? I refer, of course, to the growing habit of ordering two or three, or even more, months' supply of medicines at one time, and the prescribing of one bottle of cough mixture for all the family to share, *simply because the prescriber cannot be bothered to write an extra prescription.*

Robbery!

It should be pointed out to the medical profession that every time a doctor, for his own convenience, prescribes a double quantity of any medicine, or writes a prescription for "Mr and Mrs" to share, he is robbing some pharmacist somewhere of his legitimate fee—and that is stealing, just as much as if he had gone into the pharmacy and dipped his hands in the till!

It should be pointed out . . .

We know, of course, that "pointing out" is not going to make one ha'porth of difference! Therefore, if general practice pharmacy is to survive as a worthwhile career, legislation will be necessary.

I have thought about this matter for a long time (having been robbed in this way more times than I care to remember!) and I should like to put the following ideas forward for serious consideration by the Pharmaceutical Society, the National Pharmaceutical Union, and the government. These proposals would apply to National Health prescriptions only.

I suggest that *nobody*, not even the permanent invalid, needs to have more than 28 days' supply of medicine in hand at any one time. My proposals are based on that

assumption. I propose the following new regulations:

1. The maximum amount of medicine that shall be supplied against any NHS prescription be limited to 28 days' supply, irrespective of the quantity ordered by the prescriber.

2. When a prescription indicates a lesser quantity, then that lesser quantity shall not be exceeded.

3. The amount of medicine supplied shall be calculated on the basis of the dose prescribed. (Thus, "i b.d." would call for a maximum of 56 doses. For the prescription that called for "i b.d., mitte 100", no more than 56 would be supplied; but for one calling for "i b.d. for 10 days", only the 20 doses as ordered will be dispensed.)

4. Where the stated dose is a vague one, or where no dose is given, the amount to be supplied shall not exceed that laid down in the British National Formulary. ("Vague" doses shall include such things as "1 or 2", "when required", "three or four times a day", "as directed", "as before", etc.)

5. For substances that do not require doses (such as lotions, ointments, etc) the maximum amount supplied shall be that laid down in the BNF, but the prescriber shall be free to order a smaller quantity if he sees fit. (Something like this already obtains in the case of eye drops.)

6. Nothing in these regulations shall prevent a prescriber from issuing more than one prescription at one time; whether carrying the same date or post-dated.

7. No prescription shall be valid unless it is dated by the prescriber, and no prescription shall be dispensed before the date written on it.

8. All prescriptions shall cease to be valid after 28 days following the date written on them.

Public will benefit

These regulations are designed for the benefit of pharmacists—and why not? It is known as "enlightened self-interest". However, the general public would benefit as well by their implementation. Cutting out excessive prescribing would reduce the cost of the national drug bill. With a limitation on supply there would be less danger of hoarding, especially of potent drugs, and less danger of patients "sharing" their medicines with people for whom they are not suitable. There would be less need for those periodical "drug amnesties" that are such a disgrace to the medical profession. (Whenever I read of such things as "ten tons of unwanted drugs were collected at Little Twittering", I always think that the doctors at Little Twittering must have prescribed ten tons too much—which is quite irresponsible.)

One thing is certain—unless something is done on these lines, pharmacy as we know it is going to disappear. There can be few people who are likely to enter a profession knowing that several times a day, every day, they are going to be called upon to do two jobs, but get paid for only one of them.

Finally, dare one ask how many of the doctors who write one prescription for two people to share would be content to accept only one capitation fee to cover both of them?

Arthur G. Wells
Maidstone, Kent

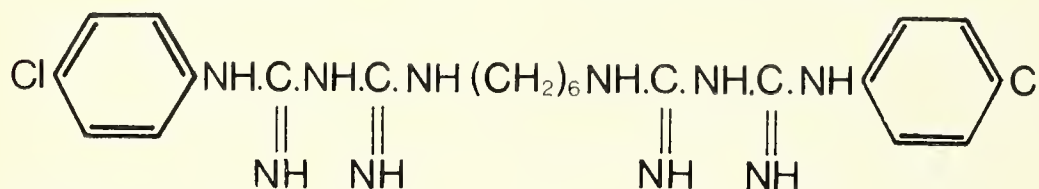
More letters p 530

PERSONAL HYGIENE

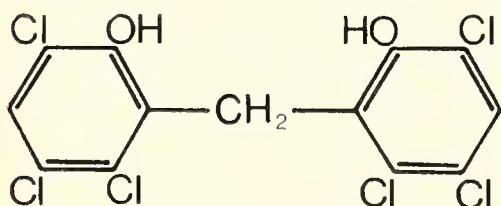
Chlorhexidine: new role for a potent antibacterial

Ever since hexachlorophane first came under attack, manufacturers of personal hygiene products have been switching their antibacterial agents away from this widely used ingredient. In this article Mr D. G. Higgins FPS, FISTC, MDIA, head of medical communications, pharmaceutical division, ICI Ltd, reviews the properties of one of the main alternatives.

It is perhaps not surprising that the use of "chemically orientated" free names can confuse chemically quite different products. Such a case has occurred, in recent times by the all too frequent attribution to chlorhexidine (Hibitane ICI), a bisdiguamide, of the unwanted properties shown by hexachlorophane, a chlorinated phenol. As can be seen from the structural formulae below, the compounds are fundamentally different chemically.



Chlorhexidine



Hexachlorophane

Almost everyone seems to be at least vaguely aware of the controversy about hexachlorophane. Albeit that it remains a useful agent when staphylococcal infection is a particular risk, especially to the newborn, hexachlorophane has been restricted to prescription only or is now highly restricted in its use in many countries. The precipitating alarm as to the hazard of hexachlorophane was undoubtedly the widespread disaster in France where at least 30 unexplained infant deaths with central nervous involvement were associated with a talcum powder containing, by mischance, 6 per cent hexachlorophane.

'Unusual' activity

The chlorinated phenols are useful antibacterials and preservatives. In one respect hexachlorophane is an unusual member of the family since those compounds possessing fewer chlorine atoms are most active against Gram-negative organisms and fungi, whilst the hexachloro-derivative is most effective against the Gram-positive organisms. Hexachlorophane was patented in the USA in 1941 and its use spread rapidly and widely throughout the world. Ultimately it found most widespread use in untold numbers and kinds of consumer goods. By 1960, hexachlorophane was a common constituent incorporated into creams, ointments, powders,

cosmetics, antiperspirants, mouth-washes, feminine deodorant sprays and soaps.

The chlorinated phenols are poorly soluble in water so that alcohol, alkalis or soap solutions must be employed to produce usable liquid preparations. However, soaps tend to depress their bactericidal effectiveness although their bacteriostatic properties are retained. The activity of this type of antibacterial is less at pH 6 or 7 than at pH 8. The Rideal Walker

coefficient, which tends to be most useful as an indicator for phenolic disinfectants, is about 40 against *Staph. aureus* and about 15 against *Salm. typhi* in the case of hexachlorophane.

Therapeutic uses

By contrast the history of chlorhexidine has been conservative since it has been predominantly reserved to therapeutic or prophylactic medicinal formulations. Certainly the Hibitane and Savlon range of products are extremely widely used in hospital practice. Chlorhexidine was first synthesised in the UK by Rose and Swain over ten years after the introduction of hexachlorophane in the USA. It was discovered as a sequel to the original work in ICI that yielded the prophylactic anti-malarial proguanil (Paludrine ICI). A rapid, broad spectrum bactericidal action in association with a wide safety margin and freedom from sensitisation are factors undoubtedly influencing the current wide usage of Hibitane, and its hospital applications include bactericidal handwashing, pre-operative skin disinfection, prevention of cross-infection and the disinfection of inanimate objects.

The parent compound of the chlorhexidine salts is 1:6-di-(4-chlorophenyl-diguamido)-hexane and this is a strong base which forms stable salts with both organic and inorganic acids. However the solubility in water of these various salts differs widely. Completely pure chlorhexidine base is a colourless crystalline substance (mp 132°C) which is reasonably stable but can be decomposed with release of ammonia, by prolonged heating. The base is only sparingly soluble in water as are many of the chlorhexidine salts but some (eg gluconate) are extremely soluble. The

common inorganic salts range in solubilities (at 20°C) from the sulphate at 0.0 per cent w/w to the hydrochloride about 0.06 per cent w/w. The acetate was one of the earliest examples found of the more soluble salts at about 1.8 per cent w/w.

The low solubilities in water of the nitrate, phosphate and sulphate are a particular concern since they presuppose the probability of double-decomposition and precipitation of less soluble salts of chlorhexidine in a variety of situations.

Chlorhexidine salts are cationic compounds and as such they are compatible with other cationic and also non-ionic substances. They are chemically incompatible with anionic compounds. The widespread belief that the word incompatible presupposes complete chemical inactivation is far from true. Indeed, a study of chlorhexidine formulations belie this rule in so many instances that the formulations have become fine illustrations of how such incompatibilities can be tolerated, modified or circumvented. At the same time there are obvious advantages in working with de-ionised distilled water to avoid the low solubility inorganic salts forming by double-decomposition. Non-ionic and quaternary surfactants serve to inhibit precipitation. Such formulations can be advantageous in their own right as is seen by the enhanced activity and usefulness of chlorhexidine with cetrimide (Savlon hospital concentrate).

One must expect some loss of antibacterial action when an insoluble relatively insoluble salt is produced *situ*, but the significance and consequences depend both on the formulation and the purpose for which the chlorhexidine is included. As a primary active constituent in a medical formulation such precipitation could be unwanted, but the ancillary use of chlorhexidine in another formulation presents less of a problem. The residual activity in this last could be adequate to the purpose.

Activity and pH

The pH of a 1 per cent solution of chlorhexidine gluconate is approximately 6 (range 5.5 to 7.0) and the antibacterial activity is most active in the region of neutrality. Within the range pH 5 to 8 the antibacterial activity varies with the organism. Thus activity against *Staph. aureus* and *E. coli* increases with a rise in pH but conversely such a rise decreases activity against *Pseudomonas* species. The low aliphatic alcohols n-propanol (4 per cent v/v) isopropanol (4 per cent v/v) and ethanol (7 per cent v/v) are valuable adjuncts in liquid preparations since their presence will ensure freedom from contamination with the occasional resistant *Pseudomonas* species.

The acute oral toxicity of chlorhexidine is low, presumably due to its low systemic absorption for it is almost entirely excreted in the faeces following oral dosage. One of the few direct comparisons of chlorhexidine and hexachlorophane was reported by Morris and MacLaren (1969). These clinicians compared chlorhexidine hydrochloride (0.1 per cent) and hexachlorophane (0.2 per cent) deodorant sprays on 64 women in a cross-over

Continued on p 52



Freshen up your sales with the brand leader

Femfresh is the brand leader.

Femfresh has a 40% share of the market.

Femfresh gives the fastest turnover and big profit margins for minimum shelf space.

Femfresh is backed by a £100,000 advertising campaign.

Femfresh stocks are freely available.

There's an upward trend in the intimate deodorant market, so, if you want the biggest profits, stock the biggest seller.

Femfresh

The brand leader.

The Era of the Super Anti-perspirant

MITCHUM stops underarm perspiration and consequent odour because it contains three times more of the vital ingredient than any other leading brand.

Now more and more men and women are facing their round-the-clock activities with confidence because of MITCHUM. Problem perspiration that stains clothes and causes embarrassment is prevented simply by following MITCHUM'S instructions. What's more, the vital ingredient is 'buffered' to ensure that MITCHUM is very, very gentle on the skin.

Economical – yes.

Effective – definitely.

Profitable – naturally.

MITCHUM Anti-perspirant is available in cream, liquid and spray form, from your usual wholesaler.



MITCHUM-THAYER

LONDON • NEW YORK

86 Brook Street, London W1Y 2BA.

Chlorhexidine

continued from p 518

st on two groups. All other antibacterial preparations were totally excluded. They observed: "The chlorhexidine spray caused marked reduction in perineal flora whereas the hexachlorophane spray caused virtually no alteration". It was concluded that the comparative ineffectiveness of hexachlorophane against Gram-negative organisms was a serious disadvantage.

It is also worth mentioning an extra safety factor with chlorhexidine as a poultry additive which is that significant systemic absorption does not take place. Chlorhexidine is compatible with antiperspirant compounds such as aluminium chloride and aluminium chlorohydrate and may be incorporated into combined deodorant-antiperspirant formulations or used alone for its deodorant properties. The less soluble hydrochloride salt is most suitable for dry powder formulations with the gluconate better for clear solutions; the acetate may be used in alcoholic preparations. A concentration of 0.025 per cent chlorhexidine salt should be sufficient for the purpose.

Unlike those antiseptics such as hexachlorophane which are insoluble in water, chlorhexidine can be used eg as 0.05 per cent of the gluconate salt, in clear solutions, lotions and gels. A modicum of antibacterial activity might be no bad thing in skin preparations which are found occasionally to come into contact with blemished or broken skin.

Retardation of cord stump separation has been observed when chlorhexidine dusting powders have replaced products formulated with hexachlorophane. Whether this is attributable to the more pronounced antibacterial action of the chlorhexidine or is connected with changes in the powder base remains to be elucidated. There is some indication that the presence of zinc oxide in such powders is advantageous in encouraging the rapid separation of the cord stump.

In the formulation of pharmaceutical and cosmetic products Hibitane presents a range of advantages since it exhibits good stability, no odour, very low irritancy and sensitisation potential; it has broad spectrum antimicrobial activity and its solubilities favour preservation in the vulnerable aqueous phase.

Summary

It will have been seen therefore that the common bond between Hibitane chlorhexidine and hexachlorophane is somewhat tenuous. Both are antibacterials with a wide range of applications but the differences are important and may be summarised as: Chlorhexidine is a bisdiguamide (not a phenol) with a wide spectrum including both Gram-positive and Gram-negative (putrefactive) organisms. It is rapid in action and has no known toxicity hazard. Hexachlorophane is a bischlorinated phenol, most active against Gram-positive organisms. It has a slow and cumulative action and there are toxicity constraints on its use.

PERSONAL HYGIENE

Deodorants: the growth market

The UK underarm deodorant market is estimated to be worth approximately £24 million a year, at *rsp*, having expanded by more than 140 per cent since 1969, and is currently showing an annual increase of some 14 per cent. During the past four years the market has expanded at a rate far exceeding that of all other major markets within the health and beauty sector, and there is reason to believe that this growth will continue.

Consumer acceptance of the benefits offered by the aerosol as a speedy, simple and hygienic deodorant applicator has probably played an important part in the expansion of the market and this trend is expected to continue for some years. In fact projected figures estimate that aerosols will represent no less than 80 per cent of total sales by 1975.

Social changes

Another reason for deodorant market growth has been the marked change in social behaviour which in turn has led to a substantial increase in usership. This is particularly apparent amongst men, where the deodorant has lost its effeminate cosmetic image and has taken on one of a "day-to-day" toilet accessory. This is clearly evident by the increase in demand for "unisex" products.

With Body Mist, Beecham claim to have had the outright brand leader for more than five years. It is one of the few brands with a clear-cut image in its appeal among women. Because of this, Body Mist is said to dominate the feminine segment of the market quite apart from its position in the overall market.

According to Beecham, however, as the market becomes more sophisticated and competition intensifies, polarisation between the feminine and the Unisex brands grows more marked by the month. To gain advantage from this movement they have relaunched Body Mist with a "new special dry" formula, new light fragrances and new packaging, all designed to improve the brand's performance and strengthen its ultra-feminine appeal. The formula now includes one of the most effective deodorant ingredients, Irgasan DP300, and "the most advanced antiperspirant agent available", aluminium chlorohydrate. The resultant new Body Mist is said to have unsurpassed efficiency for its basic functions and in application it is neither wet nor powdery, leaving the skin soft and smooth — a point which has won approval among women.

Beecham claim that they are investing more than any UK manufacturer has ever spent on any deodorant in the Body Mist



relaunch. Advertising is directed to have strong appeal to women, and over £500,000 on TV will guarantee that at least 95 per cent of all women throughout the UK will each see the colour commercial at least 15 times. The campaign will also include an intensive programme of full-colour pages in the major women's journals. In support, a new range of colourful and striking display material is available.

Beecham's other deodorant, Cool, was introduced in early 1972 and is aimed at the "unisex" sector — a fact clearly reflected both in pack design and advertising. Again a combination of antiperspirant and deodorant, both the aerosol can and the square-sectioned roll-on applicator have earned popularity.

The market for Cool is seen as different from that of Body Mist and more complex. The most significant factor revealed by Beecham's research is that the majority of men who do use a deodorant, use one selected and purchased by a woman. What is more, 41 per cent of male deodorant users share a deodorant with a female. Women therefore are not only the most important deodorant users but they play a critical role in the selection of the product and its usage by the male members of the household. Beecham attribute much of Cool's success therefore, to the fact that pack, product and perfume provide maximum appeal for women and at the same time are acceptable to the male user.

Right Guard offers holiday prizes

Right Guard was launched in the UK in 1964 following its success in the United States and now has a claimed 12 per cent of the aerosol deodorant market. Gillette have consistently advertised it on TV and say that no other manufacturer has successfully attacked Right Guard's section of the market.

They have just launched a "lucky families" competition, running until September, in which Right Guard will be offering monthly, a major prize to purchasers who can identify photographs of household objects pictured at unusual angles. The prizes will include a 15 day holiday for four in Corfu, a family caravan, a sailing boat, a Mini Clubman Estate, and £500 worth of Hoover and Murphy electrical equipment. Total Right Guard advertising is around £300,000 per annum.

PERSONAL HYGIENE

A new look at the roll-on

Day-Long, the new antiperspirant deodorant from Reckitt & Colman Toiletries, will be vying with Mum for brand leadership by the end of the year, group product manager Tony Dwerryhouse believes. With Day-Long on the market only three months it is a bold prediction, but it is one based on trade response which has been "so very encouraging". Reported sales are so good compared with the brand leader, "we have every confidence of making a major breakthrough", says Mr Dwerryhouse.

Reckitt & Colman, who spent three years researching, developing and testing Day-Long, knew the negatives they faced — in many quarters the roll-on was considered "old fashioned, sticky and slow to dry". Yet the market potential — an estimated £5 million at *rsp* — for 1974 — is great. Statistics show one in every four women use a roll-on and at least five million use one every day. Nineteen million units were purchased in 1973 — a 15 per cent growth rate, keeping well apace with the main competitor — the aerosol.

Formulation

The emollient used in Day-Long is a water permeable, clear, low-viscosity liquid unique to this product and differs markedly from typical emollients used in other antiperspirants, especially aerosol formulations. "In an aerosol antiperspirant, aluminium chlorhydrate is contained within the emollient on the surface of the skin, and to be effective it must first be penetrated by perspiration before it produces the astringent action which prevents further perspiration" explains research and development manager David Spatcher. "By using a different emollient, which we know is more readily water permeable, we believe we have improved the effectiveness of our product in that the active ingredients are more readily accessible when they are needed".

The deodorant action of Day-Long is derived from Irgasan DP 300, a broad spectrum bactericide particularly effective against odour-producing Gram-positive organisms. The active ingredients are formulated into solvents to give a quick drying product.

Reckitt & Colman also believe they have "a real winner" in packaging terms, both from the standpoint of technical advance and visual appeal. The bottle (shaped like a lighthouse) gives Day-Long an impression of "size" over its competition and was preferred to all other brands by two-thirds of respondents in a consumer research programme. But the really unique feature is the new large size roll-

ball and housing which gives the product the advantages of a better controlled flow of product. And when the screw cap is applied an air-tight seal is formed round the ball to prevent product drying out and subsequent caking and jamming of the roll-ball" explains David Barns, another of the laboratory men. The diameter of the roll-ball is significantly larger than the competition's and Day-Long is therefore seen as being easier to apply and more comfortable to use.

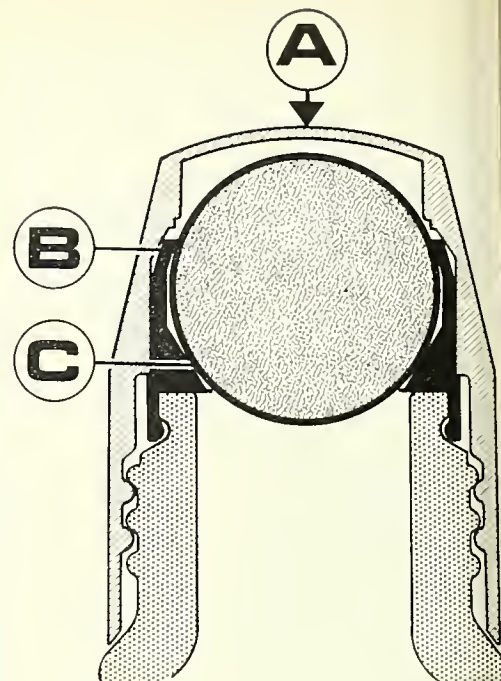
Although aerosol antiperspirants probably deposit more active ingredient than roll-ons per application, measured in terms of the different emollients used and the availability of active ingredients at the place of exudation of perspiration, the roll-on has a definite advantage over a suspension of active ingredient in the emollient oils from aerosol products.

"In comparison with the aerosol Day-Long is potentially more effective, but in fairness little conclusive research has been conducted in this field. What is clear, however, is that the consumer finds the roll-on does control perspiration wetness better than aerosol products" says Dr Alan Archer.

"It should be said, however, that recent trends in the aerosol market are towards much lower emollient levels, thus aiding their antiperspirant efficiency and reducing the fabric staining aspects which have been something of a problem with certain aerosols."

In marketing terms, roll-ons, and Day-Long in particular, have a large number of plus features which cannot be disputed, says Mr Dwerryhouse. These include economy, the fact that the product can be applied exactly where required and is not cold on application and that it is seen how much product is left. There is none of the inhalation unpleasantness which invariably occurs when spraying an aerosol.

"Take all these advantages, and the fact



The cap and roll ball housing are so designed to produce an effective seal, preventing loss and evaporation of product. When the cap is screwed down on the container a bevelled rim on the inner surface of the cap nips in the housing (B) to form a seal between the housing and roll ball. At the same time the roll ball is depressed vertically (A) and this in turn seals against the lower inlet orifice of the housing (C). Thus a completely closed system is produced round and above the roll ball minimising any tendency for the product to evaporate with subsequent crystallisation and sticking of the roll ball.

that seven out of every ten women prefer Day-Long to other brands, and perhaps you can see the reason for our buoyant optimism" Mr Dwerryhouse concludes.

Aerosol powder antiperspirants

by A. W. Pond, manager, chemical group Gillette R&D Laboratory UK

Antiperspirant deodorants were a logical progression from simple deodorants which prevented odour but did nothing to check the other unpleasant symptom of perspiration — dampness and unsightly wetness on clothes.

An antiperspirant does prevent these symptoms and at the same time gives deodorant protection, and the introduction of the powder variants of aerosol antiperspirants has added yet another choice to this rapidly growing category of personal care products.

Conventionally, aerosol antiperspirants have been based on a slurry of the active ingredient (aluminium chlorhydrate) in an oily emollient, usually a long chain ester. In the case of the powder product, much of this emollient is replaced by specially selected talc. This addition does not change the antiperspirant efficacy but the spray is drier, less oily and denotes to the user softness and dryness — market research has shown women also associate the attributes of

comfort and soothingness to these products. Those few people who have problems of clothes-staining from antiperspirants (and this in itself is a very complex technical problem) will find the problem much minimised by the powder products.

Although the products are not basically new, the development of the necessary technology and careful quality control checking necessary to ensure proper spray function without valve clogage problems has taken time to develop and is still the over-riding consideration in their production.

Selection of raw material grades is always important for a toiletry or cosmetic product to maintain product stability, odour and safety. Talc gives particular problems and because of its mineral origin must be closely controlled bacteriologically and in the light of recent findings also controlled for absence of asbestiform mineral contaminants.

Perfuming of products containing dry

Continued on p 524

**New Day-Long has
gained 5%* of the market
in only 8 weeks,
without advertising.**

Now the good news.

We've started advertising.

A new launch commercial is now running, which tells your customers that new Day-Long really does work all day.

There will also be some stunning full-page colour ads in the leading womens' magazines.

As a result of this, a lot more people will want to buy Day-Long.

So you'd better keep your shelves stocked up all day long.

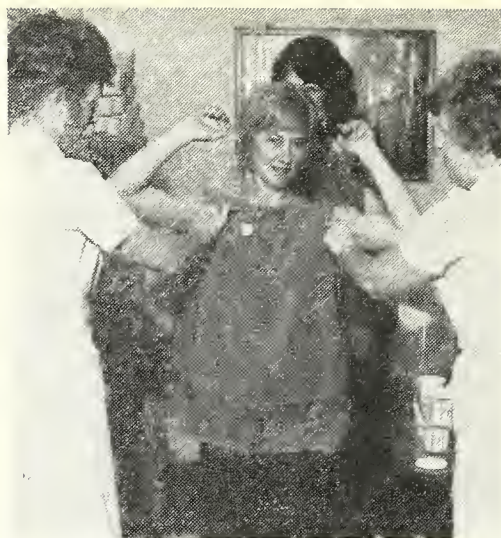


PERSONAL HYGIENE

Continued from p 522

powders such as talc also requires careful consideration: the presence in a formulation of such powders with their high surface area and absorptive capacity can sometimes alter fragrances adversely or render the impact of the fragrance too low.

It should be emphasised that these products have a different function from the familiar after-bath dusting powders or even the aerosol versions of talc. Such products have lubricating properties, some capacity for moisture absorption, are fragrance carriers and possibly have added low levels of antibacterial substances for some deodorant effect. Powder antiperspirants have been formulated and tested to have the same efficacy as other types of aerosol antiperspirants. This is their primary function they are basically antiperspirants and not spray-on talcs.



A panellist helps Gillette with antiperspirant testing in their "sweat room". Wearing special towelling sarongs, 24 panellists sit in the room at 100°F, 35° dry humidity, with pre-weighed cotton pads under their arms.

The why and how of a relaunch

Bristol-Myers claim that when they produced Fresh & Dry in 1968, they were responsible for introducing the first aerosol antiperspirant deodorant in the UK.

However, consumers are always searching for a more acceptable product, and therefore any manufacturer who fails to improve his products year by year will find that the brands suffer accordingly.

Bristol-Myers, in conjunction with their agency Charles Barker Ltd, therefore decided to review the complete Fresh & Dry range and began by assessing the brand's strengths and weaknesses. It was immediately apparent that there is no better brand name for an antiperspirant deodorant product than "Fresh & Dry", which graphically analyses the basic benefits of such a product to its user. The name, therefore, must stay. But three major weaknesses were apparent. First, the packaging did not present a family range image to the consumer. The original product in the blue can bore no relationship to either the herbal or alpine fragrances and therefore lacked any strength from unity. Secondly, due to the proliferation of pack sizes and prices, some other brands offered better value for money. The third area of weakness concerned the development of aerosol light powder products.

The company and its agency next set about resolving the weaknesses. First, the complete packaging range was redesigned with the objective of maintaining an attractive cosmetic appearance while clearly linking all fragrances into a family resemblance and retaining brand recognition among existing users. Differentiation between the distinctive fragrance types was achieved by featuring aspects of the original designs in a panel-motif on vivid can colours which simplified selection.

Value for money, an important consumer factor, was improved by means of increasing the contents of each can.

With reference to light powder Bristol-Myers resisted the temptation to develop a product that was merely the same as competitors' products. A detailed development programme was instigated and the final product was tested with a broad scale independent market research programme, in which consumers tested the new product in their homes against two major competitive brands (all cans were unprinted). The Fresh & Dry light powder product, with its expensive fragrance and soothing powder texture, scored an overwhelming win against the competitive brands.

Having completely redesigned the range and ensuring that for roll-on users Fresh & Dry with natural herbs, original and alpine fragrances are all available in roll-on forms, the company was ready to undertake a major launch. The time was mid-February this year and, to add consumer incentive, the aerosol caps were flashed with deep price cut offers. For roll-ons the launch offer featured a free refill by means of special twin packs.

The key to consumer awareness and trial has to be consumer advertising and Charles Barker have produced a commercial that uses "unusual and impactful" techniques, plus one of the catchiest jingles to be heard on television for some time. To this is added broad coverage of the consumer press.

But the proof of success is sales and Bristol-Myers have seen their efforts produce one of the most successful sell-ins in their history. They believe that Fresh & Dry will be the brand to watch in 1974!



More are turning to tissues

More and more busy and possibly inexperienced mothers are turning to the convenience baby toiletries as a way of reducing their domestic workload, and this trend is being reflected in the success of Beecham's All Fresh Baby Bottom Wipes — an extension of their already well-established All Fresh clean-up squares.

In recent consumer research, in which 400 mothers of babies under two were asked to comment on cleaning squares for nappy changes, 54 per cent were already aware of the new product field. Of these, 8 per cent spontaneously mentioned Baby Bottom Wipes — a higher percentage than for any other brand.

When recall was prompted, no less than 25 per cent of mothers mentioned the product — a result that Beecham attributes to considerable investment in advertising and promotional activity. Of the mothers questioned who had already tried Baby Bottom Wipes, 60 per cent said they were likely to buy them again. Another fact to emerge from this research, was that 35 per cent of users saw Baby Bottom Wipes as a regular part of the nappy-change routine. Those who used the product only for travelling and on special occasions were in a minority.

Beecham plan to continue strong support for the brand with colour pages in *Mother*, *Maternity* and *Mothercraft* and other popular media through to the Spring of 1975, as well as insertions in *The Baby Book*, *Woman's Realm* and the *News of the World*.



All Fresh display outer

BEST SELLERS FOR SUMMER



Two great names – six great products. Germolene Ointment, Footspray, Plasters and New Skin are household words. All Fresh Clean-up Squares and Baby Bottom Wipes – two new products that your customers are asking for more and more.

Stock them all – and give them maximum display value. There's heavy advertising to back you up. So make sure your customers see them. Make them *your* best sellers this summer.

BEECHAM HOME MEDICINES- BEST SELLERS ALL ROUND

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Phensic Tablets
Macleans Indigestion Remedy
Powder, Tablets
Iron Jelloids
Fynnon Calcium Aspirin
Tablets
Cephos Powders, Tablets
Ellimans Embrocation

Germolene Ointment,
Footspray, Plasters, New-Skin
Setlers Tablets
Veno's Standard and Honey and Lemon
Fynnon Salt
Dinneford's Gripe Mixture
Yeast-vite Tablets
Phosferine Tablets, Liquid
Fynnon Spa Bath Salts and Liquid
Beecham's Pills

All Fresh Clean-up Squares,
Baby Bottom Wipes
Eno 'Fruit Salt'
Germoloids Ointment,
Suppositories, Moist Toilet Tissues
Phyllosan Tablets
Ashton & Parsons Powders
Mac Lozenges
Night-nurse (Southern, London T.V.)
Diocalm Tablets

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The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

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PERSONAL HYGIENE

Four versions for 'complete' range

The newly-launched Savett range of impregnated tissues includes what Nicholas Products describe as "probably the most significant development in personal hygiene". It is Savett toilet (orange pack) which is for use in the lavatory immediately after the use of toilet paper.

Nicholas suggest that toilet paper is neither really thorough nor hygienic — soiled underwear is just one indicator of its inadequacy. "Only babies seem to have rated the full treatment of thorough washing with flannel, soap and water to ensure perfect cleanliness and protection from bacteria, infection and irritation".

The Savett toilet tissue answers this challenge conveniently, being impregnated with cleansing solution, antiseptic and emollient. They may also be used for babies.

Savett intimate (white pack) is for use by men and women in cleansing the genital area which, Nicholas point out, is surrounded by clothing all day and is a source of potential infection or malodour.

These, together with Savett freshen-up and Savett clean-up, complete a "family"



of impregnated tissues which is to be backed with a big advertising campaign (initially over five months at an annual rate of £140,000) and public relations activity. Sampling is being negotiated through a women's magazine, as well as to nurses and midwives, and medical and paramedical Press advertising is being considered.

Foot-powder spray on test

Scholl (UK) are to test-market a new foot-powder spray in the Southern Television area this spring. The product prevents perspiration as well as foot odour and is suitable for use by men and women. In addition to a fine grade talcum, it contains chlorhydrol as antiperspirant and Irgasan as deodorant. It has a pleasant perfume which removes odour from feet and shoes while the powder gives a smooth, dry feeling under hosiery.

Mr Graham White, product group manager for Scholl, says: "Consumer research has indicated a good response to the concept of powder sprays and this is in line with habits of talc usage. More than 40 per cent of female consumers use a talcum powder on their feet. Powder sprays have proved successful in the underarm deodorant market and we feel that with Scholl—holding over 40 per cent of the foot spray market—the powder spray should form part of our range".

The pack design is in three shades of blue with a band of yellow carrying the Scholl logo. The test launch will be supported by heavy Television and Press advertising and initial trade bonuses. Retail price of a 12g aerosol will be about £0.43.

Chemists' brand

"In the fast-expanding foot spray market (£159,000 at RSP in 1970, £1 million in 1973 and estimated to be worth £1.5m this year) Footsy has established itself as the fastest growing brand in chemists," say Avlex Ltd.

Footsy is a dry powder spray, unlike the majority of foot sprays currently available which are wet alcohol-based. The cosmetic approach to pack design is intended to



appeal to girls in the 13-35 years age group, reputedly the main purchasers in this product sector, and is directly linked to point-of-sale material and advertising.

Full colour advertisements are scheduled to commence in May in *Honey*, *19*, *Cosmopolitan*, *She* and *Over 21*, with additional mono ads in seven other popular women's magazines throughout the summer months. Merchandising material includes self-selection counter units containing 12 aerosols, floor dump bins and shelf-edge barkers.

In Beecham's deodorant range is Cool Foot. A sister product to Cool, the brand was introduced in April 1972 and has performed extremely well in this comparatively new but fast expanding market.

Full colour pages in the first part of the campaign will sell the total range, while the second stage will concentrate on individual products and their use.

Nicholas Products are aiming for 100 per cent distribution in chemists as the prime outlet for Savett, and at introductory prices they can offer the retailer 50 per cent return.

'Specialist' soaps

Albion Soap Co are currently trying to capitalise on the value of their **Simple Soap** to the handyman. They argue that in a variety of jobs such as wine making, decorating and gardening it is important that the hands should be really clean, that the skin should be protected and that no trace of perfume or smell should linger on the skin.

Simple Soap is claimed to fulfil the requirements, being made from the purest ingredients without artificial additives. The product has been widely advertised in full colour pages in the women's Press, with particular emphasis on magazines, such as *Honey* and *Cosmopolitan*, which also have male readership.

Also to be advertised in women's magazines in 1974 is **Neutrogena** soap and shampoo. M & R Norton Ltd say that it does not affect pH nor penetrate the acid mantle, and the natural oils remain intact. The product is therefore recommended for dry and sensitive skins.

Whilst considerably smaller than underarm deodorants, the growth pattern in the American market clearly points to a healthy prediction for the future of this sector in the UK. The current value of the foot deodorant market Beecham put at £2 million at RSP.

Gillette's Foot Guard was launched nationally a year ago and since then the makers say the market for aerosol foot sprays has expanded by nearly 80 per cent. Foot Guard, they claim, gained a 20 per cent share.



Press advertising which uses composite "stills" from commercials. (see p 524)

Pharmaceutical winners of Queen's Award

A total of 78 Queen's Awards to Industry were made this year—the lowest number since the scheme was started in 1966. Of these, 59 awards were for export achievements and 19 for technological innovation.

Among the winners were Boots Co Ltd, P. Leiner & Sons (Encapsulations) Ltd, Lilly Industries Ltd, and Smith Kendall Ltd—all for export achievements. For the same reason the Radiochemical Centre at Amersham, Bucks, and the pigments division of CIBA-Geigy gained the award.

For export performance of their medical and surgical products Portex Ltd have also received the Award.

The only pharmaceutical company among the companies to be honoured for technological innovation was May & Baker Ltd. They have received the Award for technological innovation in respect of their Asulox herbicide. It is the second time they have received an award, the last time being in 1969 for innovation in respect of the hydroxybenzotriazole herbicides.

Asulam, the active ingredient of Asulox, was first prepared in 1961 at Dagenham. Evaluation at M&B's Ongar Research Station showed that it possessed interesting herbicidal properties for it is highly active on certain grasses as well as on broad-leaved weeds. It is slow in action permitting time for the translocation of the compound to extensive root or rhizome systems, thus inhibiting bud development and rendering the larger and hitherto uncontrollable weeds susceptible.

As studies progressed it proved to be non-toxic to birds, bees, fish and wild life.

The herbicide sales in 1972-3 were £1.6m of which £1.3m represented exports.

Boots Co's manufacturing division has

doubled its exports over the past three years. These are now running at £17m a year. Sales are now world-wide, with Japan the biggest single customer. Brufen is now marketed in 91 countries.

A four-fold increase in export sales of soft-shell gelatin capsules between 1971 and 1973 is the basis for the Queen's Award being conferred on P. Leiner & Sons (Encapsulations) designed and made by the company at Treforest, Glamorgan. The US is a major market for Leiner's capsules although markets have been developed on a world-wide basis, particularly in Canada, Switzerland and Japan. Export sales in 1972 were double those of 1971, and they doubled again in the year ending March 31, 1973. Recent figures show that exports in the year ending March 31, 1974 are more than three and a half times higher than the award-winning 1973 performance.

Lilly Industries credit the receipt of their Award mainly to the joint export efforts of the group's two manufacturing units, Eli Lilly & Co at Basingstoke, and Dista Products at Liverpool.

With well over half their combined outputs exported in 1972-73, they estimate that the two manufacturing units made a net contribution in excess of £7m towards Britain's international trade balance in one year alone.

The Radiochemical Centre is the only UK manufacturer of radioactive isotopes and derivative products used in medical research. Exports over the past three years have increased by £1¼m and now represent two-thirds of total sales. This has been achieved despite increasing competition and the difficulty of transporting dangerous materials over long distances.

Prize draws to raise funds for BP Conference

The Norwich conference committee hopes to form a 200 club to raise funds for the British Pharmaceutical Conference, Norwich, September 1975.

One year's subscription for single membership will be £12 or £1 per month by banker's order. The prize draws, made by a non-member of the club, will be £25 each month, with £100 on the sixth month and £500 on the twelfth month. Details from Mr B. W. Meekins, 26 Aerodrome Crescent, Thorpe St Andrew, Norwich NOR 72S.

Post Scripts

As others see us

Our recent comment (March 23) about lack of research based information on the role of the British pharmacist, has stirred something in at least one breast. Mr John Iles, editor of the Society's North Metropolitan Branch newsletter, has taken up the challenge and calls upon his colleagues to join him in providing a few of the answers the profession needs.

Mr Iles follows up our comparisons with the United States situation and writes: "Here we always seem to be arguing our case from principles rather than on facts. Principles have a limited appeal in arguments of this kind; facts are better."

"Believing that the role of the community pharmacist is under-appreciated and undervalued, and that nobody is going to do anything about it if we don't, I suggest that we conduct a pilot research project in the Branch. The object is to ascertain the amount and kind of advice now being given by pharmacists in their daily work. If those interested would take the trouble to keep a record for a single day or the form enclosed and send the results to me this could be the beginning of an appraisal of the worth of the pharmacist to the community . . . It might also open our own eyes to the part we really do play in this field".

Speeches cut to minimum

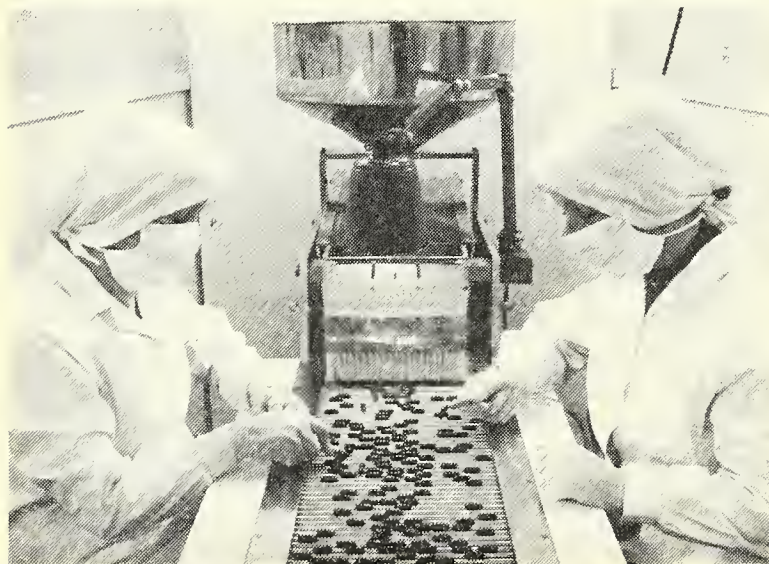
Whilst one must concede that the occasional after-dinner speech is necessary there is much to be said for cutting out most of them or at least reducing the length of the speeches. Far more can be gained from conversation afterwards and all-too-soon the "time for carriages" arrives. That was the commendable view taken by the organisers of the dinner this year to long-service personnel of Allen & Hanburys Ltd and it was a decision appreciated by the "veterans" and by the chairman, Mr R. D. Smart, alike. (Pharmaceutical Society branches might copy if they have not already done so!)

This year two completed 50 years service and seven chalked-up 40 years. There were nine from Bethnal Green and 12 from Ware who with 25 years' service became members of the Veterans Association for the first time.

Another feature of this year's dinner was the presentation to the former chairman Mr J. C. Hanbury of his portrait. The painting, by Leonard Bolan, was unveiled by Mrs Joan Hanbury (see p 501).

Redeeming feature?

A 22 year-old man, said to have an addiction "beyond redemption" to an unnamed cough linctus was sentenced to six months imprisonment this week. According to Press reports, he pleaded guilty to stealing money from his mother and damaging a telephone. The man told the court: "I take linctus which I get from the chemist. I had not had any for two weeks and I was desperate". The linctus was not named "in case others tried it and became addicted". Perhaps the Pharmaceutical Society's plea is beginning to bear fruit!



Checking soft-shell gelatin capsules at P. Leiner & Sons (Encapsulations) Ltd, one of the companies to gain the 1974 Queen's Award to Industry.

April 1974

Reprimand for pharmacist after 'slip up'

On an inspector's visit to the Knaphill, Surrey, pharmacy of Mr Michael Smith, coincided with Mr Smith's absence from the premises for 45 minutes. And while Mr Smith was out, one of his shop assistants sold the inspector a packet of Codis tablets.

At the Statutory Committee hearing on Tuesday Sir Gordon Willmer, chairman, said that there was undoubtedly a slip-up, but it amounted to a breach of the law and this was something of which no pharmacist should be guilty. Mr Smith was reprimanded.

The Committee heard that Mr Smith left the shop during a quiet period. His staff had been instructed not to dispense or sell Part 1 poisons in his absence. Mr Smith said he now only left the dispensary one day a week when a locum was present. A Thornton Heath pharmacist who dispensed excessive supplies of amphetamine tablets to a woman was given a severe reprimand. Mr Keith David Piddington, Beulah Road, Thornton Heath, was convicted at Croydon during October, 1973 of 12 offences.

Sir Gordon said Mr Piddington was convicted of 11 offences relating to the supply of Daprisal tablets, which he dispensed on four separate occasions between July 1972 and April 1973, to a Mrs Betty Cawte, of Kensington.

On each occasion there was a prescription for 100 tablets, to be repeated three times, which meant 100 tablets immediately and a further 100 on three subsequent dates after an appropriate interval. Mr Piddington gave his customer a full container of 500 tablets.

Twelfth charge

The twelfth charge related to the unlawful supply of 30 Diconal tablets to a Mrs Rees. Mr Piddington was consulted by Mrs Rees about her migraine. He rang up the doctor concerned and asked what he could recommend and the doctor said Diconal. Mr Piddington wrongly dispensed the tablets at once. The prescription from the doctor arrived the next day.

Mr Piddington told the Committee that he had been dispensing prescriptions for Mrs Cawte for about 12-13 years. The number of tablets prescribed did not appear to increase and he knew her to be a genuine patient.

In another case a woman pharmacist told the Committee that she stole drugs and other goods from her employer at the assistance of her schizophrenic husband who thought he was a biologist and scientist. She said he was now detained in a mental hospital.

In court she had pleaded guilty to stealing goods worth £66; destroying prescriptions; and being in unlawful possession of

drugs. She was fined a total of £100 and placed on probation for two years.

She said she and her husband had to move from place to place because her husband was always fighting and causing trouble. "I am ashamed that I have let the Pharmaceutical Society down," she said. In answer to the chairman, she said she would go back to her husband if he recovered. "He is a good man," she added.

The Committee adjourned the case for six months and suggested that she returned to the resumed hearing with the assistance of a solicitor or counsel.

A Falkirk pharmacist who was "conned" by a man posing as rat-catcher into selling him cyanide preparations which were then used for salmon poaching was reprimanded by the committee.

Dr John McLeod Turnbull sold the preparation to the man who called himself "Mr Smith" at the shop of R. Gordon Drummond Ltd, Main Street, Bainsford, Falkirk. The superintendent pharmacist and chairman of the company, Mr George Deas Drummond, who was not present at the time of the sale, and the company, were also reprimanded. Their appearance before the committee followed a fine of £5 on the company at the local sheriffs court in October 1973 for contravening a section of the Pharmacy and Poisons Act 1933.

The Committee was told that the case arose out of three sales of Cymag, which contained sodium cyanide—two to a man calling himself "Mr Smith" who posed as a rat catcher and the other to a Mr

Paul on behalf of Mr Smith. A total of £35 worth was sold.

For the pharmacists it was said that Mr Turnbull was taken in by a confidence trickster who seemed "to know the ropes" about his professed trade.

Whole day for one case at Statutory Committee

A full day has been set apart for the Pharmaceutical Society's Statutory Committee to consider a case adjourned from its February meeting.

The Committee is to meet at 10.15 am, May 6, to consider additional information from which it is alleged that an authorised seller of poisons "made unrestricted sales in excessive quantities of a preparation liable to misuse and may therefore be guilty of misconduct". This is the case of Mr Mendle Loftus who was alleged at the Committee's previous meeting, to have made sales of ten bottles of chlorodyne at a time to a known addict (*C&D*, March 9, p 268).

The Committee is also due to meet on May 7 at 10 am to consider evidence from which it appears that the superintendent chemist of a body corporate convicted of offences under the Pharmacy and Poisons Act 1933 "made unrestricted sales in excessive quantities of preparations liable to misuse and may be guilty of misconduct". The Committee are to meet at 17 Bloomsbury Square on both days and the hearings will open in public.

Italian Maiolica sold at Sotheby's

An important sale of Italian Maiolica at Sotheby's on April 23 included examples of early Florentine wares. All fetched high prices. A polychrome drug jar with double rope twist handles reached £2,900. Another which had double handles with scalloped outer edges decorated in blue, purple, green and yellow changed hands at £4,900. Two unusual Castel Durante jugs with pewter mounts, only 6½ in (16.5cm) in height, were sold for £2,800. The highest price, £5,600, was given by Cyril Humphris, a London dealer, for a large Florentine jar with an attractive decoration of Gothic foliage and peacock feathers in ochre, green, purple and shades of blue. The first part of the sale concluded with an important pair of Florentine ovoid jars with a short foot and narrow neck. Although one was damaged they made £3,200. The one illustrated is painted in blue with a band of green, yellow and orange flower and leaf scrolls.

The second part of the sale (catalogued separately as "important continental pottery") included over a dozen lots of drug jars and two barber's bowls. The highest price obtained was £3,600 for an early 11 in Florentine albarello decorated in dark blue with stylised leaf motifs and geometric designs. A polychrome Caffagiolo double handled jar with a heraldic design, painted in blue, green, yellow orange and brown, all within a bound wreath of leaves, fruit and flowers and 16½ in (42cm) high made £460. The other prices varied between £140 and £580 — the last mentioned being for two Savona

albarelli. One was inscribed Ung. Apostolorum and the other Terebent. Venet. Both had the lantern mark in blue. A few years ago these would not have made more than £60 if that.

The work of the Delft potters was represented by some 18 lots. A Dutch delft drug jar of cylindrical shape, peacock design (together with a pair of N. Italian drug jars) reached the surprising figure of £340. The mark on the base, AP in monogram, is probably that of Anthony Pennis of Twee Scheepje's factory (1757-1770).



Letters

Continued from p 517

Craigavon figures queried

Thank you for an excellent report and article on Craigavon health centre (*C&D*, February 23, p 196). I look forward to further similar ones.

Out of that article there is one point which puzzles me and gives me cause to think that there are some figures wrongly reported. I quote from p 198: "The gross profit margin is currently averaging at 35 per cent which is higher than the national average (27.8 per cent) because etc. . . ." If the traditional definition of "profit margin" is taken as gross profit over turnover then the national average for 1972 was 27 per cent, for 1973 (forecast) 26.82 per cent.

If the "actual" definition of "profit margin" is taken as gross profit over net ingredient costs then the national average for 1972 was 37 per cent, for 1973 (forecast) 36.6 per cent.

I just cannot see Craigavon producing 35 per cent "traditional" profit margin. The £25,000 sales figure reduces to £18,000 NHS turnover when the "counter" sales of £7,000 (? taken from graph) are deducted, giving a prescription figure of 72p each; at 35 per cent profit margin this gives an ingredient cost of 46.8p (fees etc will total 23.24p per prescription). Can this really be? Is it not more likely that the "actual" profit margin figure has crept in somewhere? (36-37 per cent national).

I would also be interested to know the source of the national average figure quoted (my source being the Central NHS Committee). Could you oblige me and solve this puzzle?

R. Idris Hughes
Harpenden, Herts

Mr W. Gorman (Secretary, Pharmaceutical Society of Northern Ireland) writes:—Professor D'Arcy, Mr Kerr and I have discussed your correspondent's letter.

Perhaps the simplest way to answer the question is to give certain figures for the year ended March 31, 1973. These are as follows:—

Sales		£18,666
Purchases	£12,788	
Stock at March 31, 1972	£1,929	
	£14,717	
Stock at March 31, 1973	£3,116	£11,601
		£7,065

The traditional gross profit margin is, therefore, 37.85 per cent. During the year the company received an arrears payment of £505 for the period June 1968 to June 1972. The accounts, therefore, show sales at £19,171 with gross profit £7,570, but in the figures set out above the necessary adjustments have been made.

The reference to a gross profit margin refers to the present year, that is ending

March 31, 1974. All three agree that the rate of increase of over the counter sales is higher than the rate of increase of prescriptions. This will probably result in a reduced gross profit margin percentage but we thought the figure of 35 per cent would not be too far wrong. It was pointed out that 1973-74 figures were projected from those available from the first eight months of the year.

The other question is in respect of the source of the national average figure quoted. The source is the annual report for the year ended March 31, 1973, of the Northern Ireland General Health Services Board. In other words, we are making comparison with the Northern Ireland average.

Mr Speers, the company superintendent, has given me the number of prescriptions dispensed in December 1973, and the total ingredient cost for that month. The average ingredient cost is 47.27p per prescription which is not so far away from the 46.8p figure arrived at by your correspondent.

If we can help in providing figures for anyone interested we shall be happy to do so. When the accountants furnish us with the accounts for the year ended March 31, 1974, we shall be better able to plan for the future.

Open University 'credits'

I should like to appeal to any of your readers who are Open University students for assistance in presenting a petition to the Credit Exemption Department.

Diploma-qualified pharmacists only rate one credit exemption from the Open University, yet they maintain that one credit exemption is roughly the equivalent of one year's full-time study. Friends of mine who have done University extra-mural certificates have obtained one credit exemption for a certificate which only represents two years of one night lecture per week for 30 weeks. Physiotherapists rate two credit exemptions.

Surely on this evidence, pharmacists should be entitled to more than one credit exemption. Some school teachers with diplomas (not degrees) get three.

Could all those who feel that we should fight this slur on our qualification please write to me?

Catherine O'Rourke (Mrs)
14 Duncoole Park,
Cavehill,
Belfast 14.

Charity

It has been written that "Charity is better than hope and faith". Such writings are deeply worthy of antagonism to amnesia.

Thousands of chemists have contributed much to the Benevolent, widows and orphans funds and Birdsgrove House but please allow me to remind the executives of pharmaceutical companies that they might enter in competition with other companies by deeds of covenant to the charitable institutions of the Pharmaceutical Society of Great Britain. Many investments purchased by the Society since 1918 have depreciated alarmingly recently.

In any case as one who has benefited, I thank sincerely all the contributors to

the Benevolent Fund of the Pharmaceutical Society of Great Britain.

London Pharmacist

Old British bottles

I am researching for a book on collecting old British bottles. One area of my research relates to pre-1930 pharmaceutical bottles and patent and proprietary medicine containers.

I would like to contact others with similar interests in the pharmaceutical profession and to purchase or borrow any literature, especially old periodicals, year-books or advertising material which might contain any relevant information.

All replies will be promptly answered and postage refunded.

L. A. Waters
Craister Court,
North Arbury, Cambridge.

Coming events

Sunday, April 28

Border Region, Pharmaceutical Society. Sunderland Polytechnic, Chester Road, Sunderland, at 10 am. One-day postgraduate course on "Pharmacy and pharmacology of the cardiovascular drugs".

North West Region, Pharmaceutical Society. Gables Hotel, Balmoral Road, South Shore, Blackpool. One-day conference.

Monday, April 29

Colchester Branch, Pharmaceutical Society. Postgraduate medical centre, Colchester, at 8 pm. Annual meeting.

Colchester Branch, Pharmaceutical Society. Postgraduate centre, Essex County Hospital, Colchester, at 8 pm. Annual meeting.

Romford Branch, Pharmaceutical Society. Macarthy's Ltd, Chesham House, Chesham Close, Romford, at 7.30 pm. Annual meeting.

Tuesday, April 30

Finchley Branch, Pharmaceutical Society. Avenue House, Finchley, at 8 pm. Annual meeting followed by Chief Inspector Terrington (Metropolitan Police) on "The local drug problem and you".

Nottingham Branch, Pharmaceutical Society. Postgraduate medical centre, City Hospital, Nottingham, at 8 pm. Annual meeting.

West Middlesex Branch, Pharmaceutical Society. Bernard Shaw room, Questor's Theatre, Mottack Lane, Ealing, at 8 pm. Annual meeting.

Wednesday, May 1

Blackpool Branch, National Association of Women Pharmacists. New Mayfair Hotel, South Promenade, Blackpool, at 7.30 pm. "21st birthday party".

West Metropolitan Branch, Pharmaceutical Society. Great Western Royal Hotel, Paddington Station, London W2, at 7 pm. Annual meeting.

Thursday, May 2

Doncaster Branch, Pharmaceutical Society. Rockingham Arms Hotel, Bennethorpe, at 8 pm. Annual meeting.

Huddersfield Branch, Pharmaceutical Society. Spotted Cow Hotel, New Hey Road, Salendine Nook, Huddersfield, at 8 pm. "Ten-minute papers".

New officers

Pharmaceutical Society

Tunbridge Wells Branch. Chairman: H. G. Drake, FPS; vice chairman D. J. Poile, treasurer B. Perkins, secretary Mrs M. A. Sparrow, 29 Hither Chantlers, Langton Green, Tunbridge Wells, Kent.

Plymouth: Chairman, J. Pike; vice-chairman and treasurer, R. G. Bowden; social secretary, R. J. F. Bowden; secretary, A. G. Mervyn Madge, 1 Saltburn Road, St Budeaux, Plymouth.

Company News

ICI pharmaceutical division's record year

World-wide sales of ICI's pharmaceutical products last year totalled £100m (against £80m in 1972) with UK sales and exports from the division accounting for £51m.

It was the first time that world sales had topped £100m — a performance which presented a £20m improvement on 1972. The annual report tells shareholders that the total profit of the pharmaceutical business, including royalties, was £30m. American sales at £30m and European sales at £33m outstripped the £16m UK sales and were growing faster.

The business now has pharmaceutical plants in 12 countries, with basic manufacturing in the UK, Australia and USA.

Rockware: 'striding advance' forecast

Given reasonable containment of inflation and a new stability in Britain's industrial relations, a "striding advance" in the profits of Rockware Group Ltd, is forecast by Mr P. Parker, chairman, in his statement issued last week.

A record year's progress is reported with group pre-tax profits of £1.949m for 1973, showing an advance of £119,000 over the 1972 figure, and with sales turnover of £11.074m, 14.8 per cent above 1972.

Croda to continue acquisition policy

From sales of £82.50m in 1973 (£54.33m in 1972) Croda International Ltd had a record pre-tax profit of £6.73m (£4.01m). The chairman, Mr F. Wood, said last week that the group had not abandoned its interest in John and E. Sturge, who successfully fought off a £4m bid by Croda last year.

Mr Wood also hinted that Croda might

also be preparing to bid for another chemical company, Greeff Chemical Holdings in which it has a 15-per-cent stake.

Croda intended to continue growth by a mixture of acquisition and expansion he said. Last year about £5m was spent divided between both methods of growth and a similar amount was expected to be spent this year.

Asahi Chemical Industry income trebles

A net income of \$56.89m was obtained from sales of \$1,238.34m by Asahi Chemical Industry Co Ltd, Tokyo, in the year ended September 30, 1973 (against \$16.79m from \$961.12m in the previous year. Per share net income was \$1.63 (against \$0.53).

Briefly

Falkirk United Cooperative have moved their pharmacy operation from 32 Vicar Street, Falkirk, into the ground floor area of its superstore also in Vicar Street.

A seven man team from the **British Chemical Industry Safety Council** will leave on April 27 for a two-week study of United States safety procedures in the production, distribution and storage of hazardous chemicals.

R. Gordon Drummond Ltd, Falkirk, have taken space at the Western Hailes shopping centre now nearing completion at Western Hailes, west of Edinburgh. This is a major shopping centre serving the new township of the same name, built by Edinburgh Corporation. The group recently opened a major unit at Whitburn in West Lothian and has also opened the first branch to trade under the R. Gordon Drummond Dispensing Chemists name in Tollcross, Edinburgh.

Checking the production of protamine sulphate at the Wrexham plant of Weddel Pharmaceuticals Ltd. For the construction of their various extraction plants in which insulin, heparin are also produced, Weddel have used a great deal of QVF borosilicate glass equipment manufactured by Jobling process plant division of Stoke-on-Trent.



Mr M. J. Bowsher, BPharm, MPS, has been appointed factory manager designate of Barclay Fine Chemicals Ltd, Rawdon, Leeds.

A graduate from Leicester Polytechnic in 1967, Mr Bowsher joined the company from Bristol-Myers Co Ltd where he was pharmaceutical production manager

Appointments

Sangers Ltd, have approved Mr J. K. C. Pelton their finance director.

Smith & Nephew Ltd have appointed Peter Heath, assistant brand manager, first aid and Peter Crawley, a marketing trainee in the public lines division.

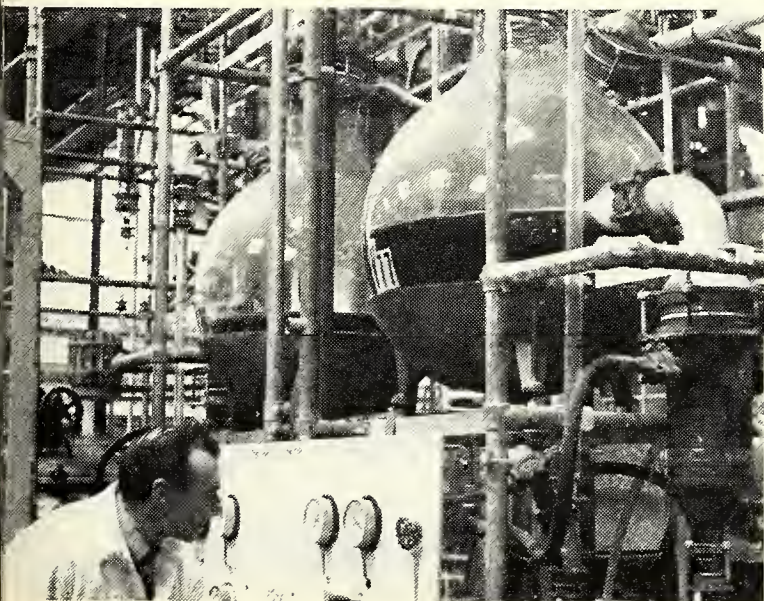
Thorn Lighting Ltd: Barry Hollands has been appointed commercial manager (UK) of the company's photographic division, working alongside Peter Strudwick, sales manager (UK), to strengthen the commercial activities of the division.

L. R. Industries Ltd: Mr M. H. Sheppard has been appointed area manager, trade sales force covering London, Norfolk, Suffolk, Essex, Cambridgeshire, Huntingdonshire, Surrey, Kent and part of Bedfordshire and Hertfordshire, for a range of products.

R. Weston (Chemists) Ltd: Mr I. M. Heron has been appointed to the board with special responsibilities for retail operations in the North-east and Scotland. Mr A. West is appointed area manager in the Northampton area and Mr J. Duffelen, area manager, Scotland.

Armour Pharmaceutical Co Ltd: The following are appointed representatives: Messrs W. R. Beath (Midlothian/W Lothian/Fife, Edinburgh); D. C. Brumwell (Birmingham); C. R. Davies (Glasgow); F. Ferrari (Perth, Stirlingshire); E. F. Lee (Norfolk, Suffolk); V. A. Palmer (Essex) and D. A. Wiltshire (Surrey).

Unilever Ltd: Professor J. B. Wilkinson, head of the company's research laboratory at Isleworth, has been appointed head of a new research policy secretariat at Unilever House, London, to further the international co-ordination of research strategies in its six European laboratories and those of the overseas associates in the US, India and Australia.



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• LUX SOAP Bath Size	82p doz	• BRYLCREEM MED.	£1.45 doz
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Market News

EXPORT OR HOME

London, April 24: Supplies of chemicals or rather the lack of them continued to provide the main feature in the markets. During the week the annual report of a pharmaceutical chemical manufacturer (John & E. Sturge) refers to the last Government's counter-inflation regulations in holding down prices which in their case had the effect of controlling the home price of calcium carbonate at 5 per cent below what could be obtained in export markets while citric acid and nitrate prices were some 30 per cent lower than the export value.

"In these circumstances there is a strong case for selling all we can in the export market to the neglect of our long-established customers at home" the report adds. Another large manufacturer of industrial chemicals (Shell Chemicals) has sent a formal letter to its customers in the UK. This is couched in similar terms and warns that if the Price Commission does not allow an increase in the company's next application they will have "no alternative but to sell in higher return areas".

Although both companies express that they do not want to cut off supplies there can be little doubt that they and other companies will be reluctant to enter into

long term contracts at price levels well under those they can get from overseas companies. The anomalous situation therefore exists that exports are booming for these products but the material or some of it is then shipped back at much higher prices to the UK consumer.

Higher priced pharmaceutical chemicals are adrenaline, calcium carbonate, calcium sodium lactate, isoprenaline and strychnine.

China's Canton Fair now in progress has opened with much higher prices for essential oils, particularly peppermint and also for menthol. The latter has jumped from about £20-£21 per kg to £28-£29. Brazil's rates have moved up in sympathy but not to the same extent. Business has been done in Brazilian at the higher rates but not in Chinese.

Among crude drugs the following were higher: Belladonna leaves, gentian root, ginger, quillaia and Matto Grosso ipecacuanha.

Pharmaceutical chemicals

Adrenaline: (per g) 1-kg lots synthetic £0-20g; acid tartrate £0-15g.
Calcium carbonate: BP light £65-00 metric ton.
Calcium sodium lactate: £0-736 kg in 250-kg lots.
Iron ammonium sulphate: 250-kg £180 metric ton.
Iron phosphate: 50-kg lots £517-80 per metric ton.
Isoprenaline: 1-kg lots hydrochloride £27-50; sulphate £22-50.
Sodium carbonate: Anhydrous £116-70 per metric ton.
Sodium perborate: (per 1,000 kg)—monohydrate £283-50—tetrahydrate £150-75.
Sorbitol: Powder £318 metric ton for 250 kg; syrup £175.
Strychnine: (kg) alkaloid £25-00; sulphate and hydrochloride £20-00 for 5-10kg lots. Nominal.

Crude drugs

Buchu: Spot cleared; new crop £3-00 kg cif.
Belladonna: (metric ton) Herb £310; no cif. Root, £490 spot; £480, cif. Leaves £800, cif.
Cascara: Spot cleared; shipment £610 metric ton, cif.

Cinnamon quills: four O's £0-49 lb.
Ginger: (ton cif)—£470; Sierra Leone £675; Nigerian split £545 peeled £700.
Gums: Acacia nominal. Karaya faq £33-50 cwt.
Henbane: Niger £1,200 metric ton, May delivery.
Honey: (per ton in 6-cwt drums ex-warehouse) Australian light amber £635, medium £625, Canadian £675, Mexican £550 (all approximate).
Ipecacuanha: (kg) Costa Rican £3-50 spot; £3-20, cif. Matto Grosso £6-30 spot. Colombian £5-30, £5-15, cif.
Liquorice root: (metric ton) Chinese and Russian £160 metric ton nominal.
Menthol: Brazilian £18-50-£19-50 kg spot; £22-00-£23-00, cif. Chinese £28-00-£29-00, cif.
Pepper: (ton cif) Sarawak black £650; white £950.
Podophyllum: Emodi (metric ton) £450, spot.
Quillaia: £1,280 metric ton spot.
Seeds: (ton) Caraway: Dutch forward £1,500 cif. Celery: Indian £430, cif. Coriander: Moroccan £110, cif. Cumin: £615-£620. Dill: Indian £210, cif. Fennel: from £335 to £390, cif. Fenugreek: £160, cif. Mustard: English £320-£340 spot. **Syrax** £2-60 kg spot; £2-50, cif.
Senega: Nominal.
Turmeric: Madras finger £280 ton, cif.
Valerian: Indian rootlets £200 metric ton, spot.
Waxes: Bees' and **Candellila** nominal, **Carnauba** fatty grey spot £2,050 metric ton; £1,975, cif. prime yellow £2,300; £2,190, cif.

Essential oils

Anise: £28-00 kg spot; no cif.
Cedarwood: £2-00 kg spot; £2-10, cif.
Cinnamon: Ceylon leaf £4-53 kg; bark, English distilled £170-00 kg.
Citronella: Ceylon £4-10 kg spot and cif.
Eucalyptus: Chinese £8-20 kg, cif, 80-85 per cent. Spanish £6-30 kg, cif.
Lemongrass: Spot £4-10 kg; forward £4-28, cif.
Lime: West Indian £8-50 kg spot.
Mandarin: £8-00 kg.
Nutmeg: (per kg) English distilled from West Indian £23-00; from E. Indian £27-00. Imported £5-70.
Olive: Spanish exports prohibited. Tunisian withdrawn. Spot £1,040-£1,050 metric ton.
Palmarosa: £11-00 kg spot and cif.
Peppermint: (kg) Arvensis-Brazilian spot £8-75; shipment £8-90 kg, cif. Chinese no spot, shipment £10-30, cif. Piperata American from £19-00.
Sandalwood: Mysore £95-00 kg spot.
Thyme: Red 65/70% £8-30 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

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PHARMACISTS

Vacancies exist at Bart's for Basic Grade Pharmacists on a full or part-time basis. The posts offer fully comprehensive experience in a well equipped modern Pharmacy. The successful candidates will be expected to rotate by mutual agreement within all sections of the Department.

Further details may be obtained from the Pharmacy Department, telephone number 01-606 7777 ext. 416. Applications in writing, to Miss V. M. Norman, Manpower Adviser, St. Bartholomew's Hospital, West Smithfield, London EC1.

WHIPPS CROSS HOSPITAL Leytonstone, London, E11 1NR. FULL OR PART-TIME SENIOR PHARMACIST

required, at recently modernised and enlarged pharmacy in this 964 bedded, mainly acute District Hospital. Within easy reach of pleasant residential areas and central London. Enquiries to Area Pharmacist, Tel. 01-539 5522. Ext. 125. Application forms obtainable from Hospital Secretary Ext. 351 returnable as soon as possible.

Croydon Area Health Authority Mayday Hospital

STOREKEEPER/CLERK Grade 3

for modern Pharmacy Department to take responsibility for Pharmacy stores under the supervision of the Chief Pharmacist. Duties include maintenance of systems concerning ordering of goods and control of stock levels. Previous experience, or some knowledge of Pharmacy and/or stores work essential. 40 hour week. Salary scale £1,374/£1,692 p.a. plus £126 p.a. London Weighting. Application stating age, present post, fullest details of previous experience and giving names of two referees to be sent to Area Personnel Officer, General Hospital, London Road, Croydon CR9 2RH, by not later than 29th April 1974, quoting ref: MH9.

SHENLEY HOSPITAL, SHENLEY, RADLETT, HERTS, WD7 9HB. (1,700 psychiatric beds)

PHARMACY TECHNICIAN

required full or part time to join the staff of the Pharmacy Department. Salary (full-time) £1,134-£1,533 p.a. plus London Weighting. Salary Part-time 80p per hour plus London Weighting. Up to 18 hours per week.

Further details from Chief Pharmacist (Telephone Radlett 5631 ext 253) Applications to the Administrator at the above address.

ST. BARTHOLOMEW'S HOSPITAL PHARMACEUTICAL AREA

HACKNEY HOSPITAL

STAFF PHARMACISTS

2 Vacancies

Applications are invited for the above posts from enthusiastic young Pharmacists who are interested in developing a Pharmaceutical service closely integrated with patient care.

One of the posts will be responsible for the Outpatient Services at Hackney Hospital and the other for integrating the Pharmaceutical Services of the small hospitals within the Hackney Group.

Both posts provide good opportunities for staff with drive and initiative who are seeking career advancement.

Further details and job description may be obtained from Mr M. Vere, Principal Pharmacist, on 01-985 5555 Ext. 135. Applications in writing to Miss V. M. Norman, Manpower Adviser at St. Bartholomew's Hospital, West Smithfield, London, EC1. Quoting ref PTB/4407/CD.

Reading & District Hospital Management Committee

3 Craven Road, Reading

PHARMACY TECHNICIAN

Apothecary Hall or City and Guilds, to work in the Reading Hospitals. Previous hospital experience not essential.

Enquiries and applications to Mr. A. Burton, Area Pharmacist, Royal Berkshire Hospital, London Road, Reading. Tel: RDG 85111 ext. 302.

Appointments

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Pharmacist required for small branch of a large department store. Good salary, bonus and staff discount offered. Flat available if required.

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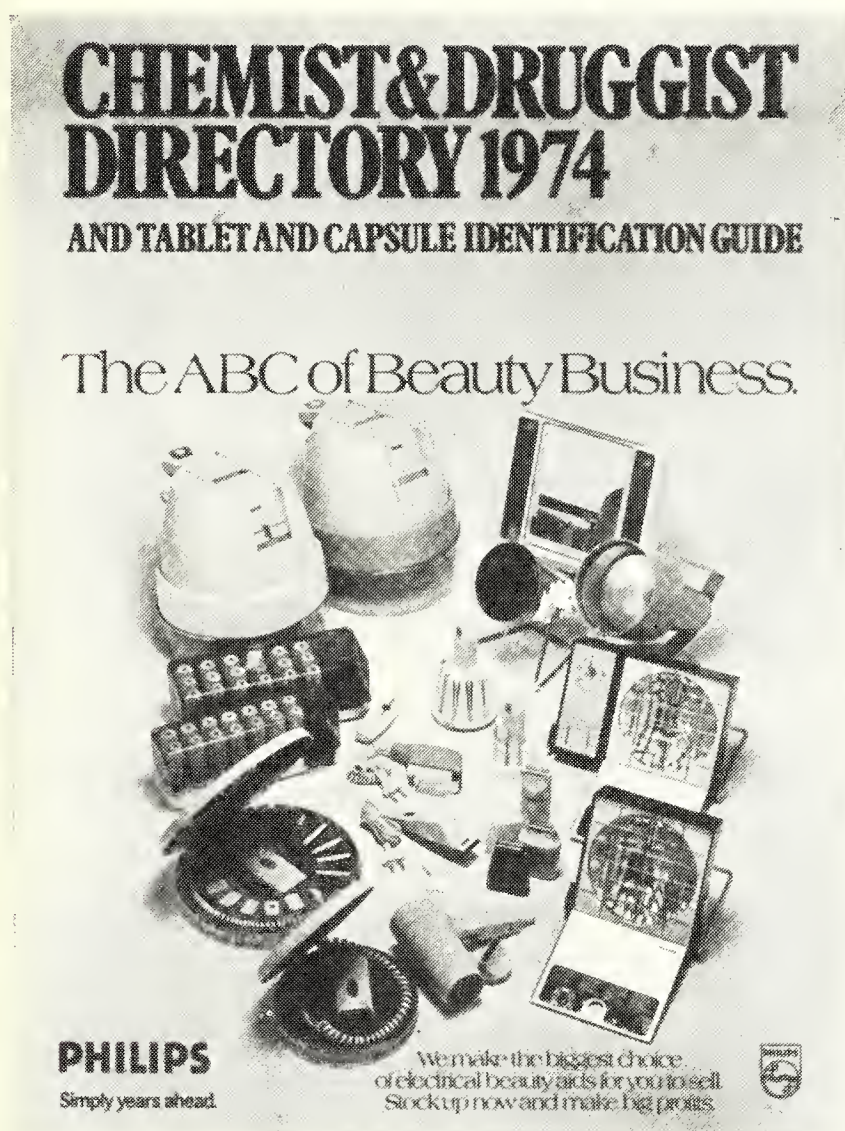
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